

STEPHANIE M. RENDON

MEDIA RELATIONS & COMMUNICATIONS LEADER

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Bilingual communications leader with national media, crisis response and executive preparation experience. At American Red Cross headquarters, helped secure 100+ national media placements, prepared the CEO and senior leaders for interviews, and trained and deployed 100+ field spokespeople. Has built communications functions and led institutional storytelling across education, public health and humanitarian organizations.

Media relations · Crisis communications · Executive media preparation · Bilingual spokesperson · Internal communications · Agency and vendor management · Editorial strategy

SCHOOL IN THE SQUARE

Associate Director, Communications & Marketing | Jul 2025–Present

- Build and run the communications and marketing function as the network's only communications professional.
- Lead internal communications, including staff communications about organizational change.
- Govern network-wide brand identity and manage creative partners across design, web strategy and content.
- Develop bilingual family communications and partner with the Enrollment Team on enrollment marketing.

FLORIDA INTERNATIONAL UNIVERSITY

Director, Marketing & Communications, Stempel College | Apr 2021–Jul 2025

- Directed communications and marketing across four academic schools in a college serving more than 4,000 students.
- Worked with faculty and the university news team to bring public health research to national audiences, including Good Morning America, The Washington Post and ABC News.
- Developed a media training program, prepared faculty spokespeople and wrote research stories, media pitches and press materials.
- Drafted speeches, talking points and Q&A for senior leadership, including the Global Health Conference of the Americas.
- Managed staff, the communications budget and cross-functional editorial projects.

AMERICAN RED CROSS, NATIONAL HEADQUARTERS

Manager, Media Relations | Oct 2017–Mar 2021

- Managed national media strategy, helping secure more than 100 placements in outlets including The New York Times and CNN.
- Prepared the national CEO and senior executives for interviews through messaging frameworks, talking points and individual coaching.
- Trained and deployed more than 100 field spokespeople; coordinated satellite media tours and handled incoming reporter calls.
- Served as an on-air spokesperson in English and Spanish on ABC, Univision and The Weather Channel during national disasters.
- Led national media relations for Biomedical Services, including blood supply and convalescent plasma communications; pitched and secured TODAY.com blood donation coverage.
- Quoted in The New York Times on shelter planning during the pandemic hurricane season.

SOS CHILDREN'S VILLAGES–USA

Director of Communications; earlier PR roles | Apr 2014–Oct 2017

- Built the communications function and strategy; progressed from PR and Communications Specialist to PR Officer, then Director in October 2016.
- Pitched NBC News stories about a Syrian boy and a Liberian war survivor, and worked on an integrated campaign with HuffPost and Johnson & Johnson.
- Coached leaders, board members and program participants for interviews and panels; supported English- and Spanish-language stakeholder communications.

FENTON

Senior Account Executive; earlier account roles | Jan 2012–Apr 2014

- Progressed through account roles to Senior Account Executive in January 2014; led a three-person account team on communications campaigns.
- Coordinated press events and media vendors, with content across print, broadcast and digital channels.

Education, training & languages

Florida International University · B.S., Mass Communications & Journalism, 2011

Advanced Public Affairs Training · American Red Cross, 2020

IMPACT training · International Federation of Red Cross and Red Crescent Societies

English: native · Spanish: fluent