

Making an urgent need a national story.

Blood supply communications during COVID-19, with a clear public call to action.

American Red Cross • 2020

National media relations for Biomedical Services

The challenge

During COVID-19, the Red Cross needed to keep blood donation in the public conversation while people were navigating uncertainty and changes to everyday life. The communications task was to explain an urgent need clearly enough for people to act.

My contribution

I ran national media relations for the Red Cross's Biomedical Services. That work included blood supply and convalescent plasma communications. I developed media pitches and press materials, handled incoming reporter inquiries, and prepared spokespeople to explain the organization's work.

A concrete result

I pitched and secured TODAY.com coverage calling attention to the need for blood donations during the pandemic. The article linked below is a blood donation story, one example from the broader Biomedical Services work.

What this work brings to a team

Experience connecting a complex, time-sensitive health issue with a clear public message, supported by media relations and spokesperson preparation.

Published work

[Read the TODAY blood donation story](#)

A prepared voice when the stakes are high.

Helping leaders and field spokespeople communicate during national disaster responses.

American Red Cross • 2017–2021

Media relations, executive preparation and bilingual spokesperson

The challenge

Disaster communications brings together immediate public needs, fast-moving information and intense media attention. Leaders and field teams need to speak clearly while staying aligned with the organization's response.

My contribution

At national headquarters, I prepared the CEO and other senior executives for interviews through talking points, messaging frameworks and one-on-one coaching. During disaster responses, I coordinated satellite media tours, handled incoming reporter calls, and trained and deployed field spokespeople. I also served as an on-air spokesperson in English and Spanish.

Evidence of the work

Across my Red Cross tenure, I trained and deployed more than 100 field spokespeople and helped secure more than 100 national media placements. These are career-period totals, not results attributed to a single response. In May 2020, The New York Times quoted me on Red Cross shelter planning during a hurricane season shaped by COVID-19.

What this work brings to a team

Experience preparing senior leaders, coordinating spokespeople and communicating under pressure, with the ability to speak directly to English- and Spanish-speaking audiences.

Published work

[Read the New York Times hurricane-season story](#)

Bringing research into everyday life.

Making public health research understandable and preparing the people behind it to speak with confidence.

Florida International University • 2021–2025

Director, Marketing & Communications, Stempel College

The challenge

Public health research can be highly specialized, while its implications reach far beyond a university. Stempel College needed communications that connected faculty expertise with audiences including journalists, students and the wider community.

My contribution

I directed marketing and communications across four academic schools, working with faculty and the university's news team. I wrote research stories, media pitches and press materials; developed a media training program; and prepared speeches, talking points and Q&A for leadership. I also managed staff, the communications budget and cross-functional editorial work.

Two examples

My writing covered research on psychiatric disease risks linked to childhood lead exposure and the practical training behind a large-scale disaster response course. These pieces make the research or learning experience the center of the story, with a clear explanation for a general audience. The linked FIU articles provide the published work.

What this work brings to a team

Experience translating academic expertise, working across institutional teams and helping researchers become effective public voices.

Published work

[Read the childhood lead exposure research story](#)

[Read the disaster response field course story](#)