

# Jeremy Jacobs

## Communications Leader

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*Communications leader and former award-winning journalist and photographer.*

*Published in New York Times, New York Observer, Jewish Daily Forward, and Men's Fitness.*

### WORK and LEADERSHIP EXPERIENCE

**Communications Director**                      *ShelterBox USA*                      *January 2022 - September 2023*

- Drove communications strategy that resulted in 30% year-over-year increase in media coverage for international disaster relief NGO through more than five world crises.
- Led internal and external communications, working with executive team on speeches, presentations, AMAs, and briefings for media appearances, board and stakeholder meetings.
- Planned, designed, and produced external materials including press releases, fact sheets, talking points, speeches, stakeholder presentations/PowerPoints, social media, and web content.
- Served as spokesperson. Built and implemented executive media training.
- Managed brand proposition, including mission/vision/values and tone-of-voice guidance.
- Established new global staff meeting and communication structure across 14 global offices.
- Redefined internal communications, improving culture and increasing employee engagement.

**Lecturer**                      *UC Santa Barbara Environmental Studies Department*                      *July 2020 - PRESENT*

- Teach “Environmental Communication,” upper-level course on journalism, campaigns, messaging strategy, public affairs, social media, media relations, op-eds, public speaking/media hits, and news writing – incorporating guest speakers from Patagonia, NRDC, *Washington Post*, and NBC News.
- Provide line-by-line writing feedback to 35-40 students and advise student-led podcast.

**Reporter/Editor**                      *POLITICO's E&E News*                      *February 2011 - December 2021*

- Investigated environmental and science issues in Congress, the White House, state and federal agencies, and courts, writing to distill complex and technical issues to a wide audience.
- Met tight deadlines by maintaining a strong network of sources, internal collaboration with staff, and supervising reporters. Delivered longform narrative and features, breaking news stories, blog posts and web content, social media, podcasts, and TV appearances.
- Expert guest on NPR, C-SPAN, and other radio, television and podcast programs. Earned National Press Club Award (2020), National Press Club Award (2018), Honorable Mention, National Press Foundation's Stokes Award (2017), and Southern Environmental Law Center's Reed Environmental Writing Award (2015).
- Founding member of Diversity, Equity and Inclusion Committee.

**Leader and Spokesperson**                      *36 Sports Strong*                      *July 2020 - December 2021*

- Led successful campaign to reinstate 11 Stanford University sports by rallying alumni, developing narratives, packaging stories, and pitching reporters. (See: [NYTimes](#), [SFChronicle](#), and [NYTimes](#).)
- Designed strategy and messaging across channels while leading a large and diverse team of alumni, consultants, and other stakeholders.

## **OTHER EXPERIENCE**

- Editor, *National Journal's* "Hotline On Call," Washington, D.C.
- Deputy Editor, *Campaigns and Elections* Magazine, Washington, D.C.
- Politics Reporter/Editor, *The Hill* Newspaper, Washington, D.C.
- Certified CPR and first aid responder deployable for disasters.
- Leader of global EDI Working Group.

## **SKILLS**

Writing and editing | Storytelling | Media training/coaching | Executive communications | PR | Crisis communications | Team building and leadership | Campaign strategy/message development | Project Management

## **EDUCATION**

**M.S., Columbia University Graduate School of Journalism**, New York, N.Y.

**B.A. with Honors in American Studies, Stanford University**, Palo Alto, Calif.

- Departmental award for thesis on Jewish humor in "Seinfeld" and "Curb Your Enthusiasm."
- Four-year letter winner and captain of men's volleyball team. Voted "Most Inspirational" by teammates.

**Fellow**, Institutes for Journalism and Natural Resources, Great Lakes (2006) & Colorado River (2018).

**Fellow**, Vermont Law School, July 2013.