

NANCY LEVESQUE

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Communications & PR Leader Summary

- **Communications expert with 12+ years'** experience in developing and executing high-impact campaigns that drive engagement, build brand awareness, and compel action.
- **Boosted social media engagement by 47%** by executing a consistent and branded value-driven content strategy.
- **Drove media mentions up by 90%** with targeted media pitching, leveraging staff experts and relevant research products.
- Led integrated marketing communications campaign that **boosted sexual assault reporting by 29% a year after launch.**
- **Scripted a PSA for First Lady Michelle Obama** for a national education campaign.

CORE COMPETENCIES

Marketing Communications
Social Media Marketing
Media Relations
Project Management
Budget Oversight

Public Relations
Email Marketing
Writing & Editing
Executive Positioning
Team Management

Content Marketing
Crisis Communications
Website Management
Brand Development
Partner Management

WORK EXPERIENCE

Future of Privacy Forum, Washington, DC

Feb 2021 – Sep 2024

Senior Director, Communications

Led communications and public relations for this global nonprofit focused on data privacy to better serve diverse partner needs, from government to industry. Founding member of the FPF DEI committee.

- **Built a high-performing communications team;** hired and onboarded new team members; established clear workflows and operational efficiencies, supported institutional priorities through communications strategy and planning.
- **Promoted to Senior Director, Communications** from Communications Director in 2023.
- **Leveraged expert thought leadership to secure nearly 130 media placements in 2023** in outlets such as *The New York Times*, *Axios*, *Politico*, and *The Hill*.
- **Partnered with executive team to develop a crisis communications and reputation management process** enabling rapid response to neutralize the impact of adverse reporting.

Fight Colorectal Cancer, Springfield, MO

Jan 2018 – Nov 2020

Communications Director

Spearheaded direct marketing, fundraising, and communications efforts aimed at colorectal cancer patient support, screening, policy change, and research. Led an internal team of four and managed several creative and marketing agency contractors.

- **Collaborated with patients and clinicians to develop a national cancer screening [PSA](#)** that delivered 10M audience impressions and aired 3K+ times on broadcast and cable television nationwide.
- **Boosted email subscribers by 25% and website traffic by 26%** following a [website redesign](#) featuring a patient education resource portal and an SEO-focused content strategy.
- **Led award-winning redesign of patient magazine.** Recognized with 2020 Aster Gold and 2020 GDUSA & Wellness Awards for excellence in design and editorial.

N. Levesque Consulting, Frederick, MD

Feb 2016 – Dec 2017

Marketing Communications Consultant

Founded a marketing communications consultancy, partnering with healthcare and government clients to develop and execute tailored communications and public relations strategies.

- **Developed and designed e-newsletters, press releases, and social media content**, driving client visibility and engagement.
- **Provided art direction for creative campaigns**, ensuring cohesive and visually compelling messaging across all platforms.
- **Crafted strategic messaging**, elevating leadership communication and enhancing brand perception.

National Summer Learning Association, Baltimore, MD

Feb 2012 – Jan 2016

Director, Marketing & Communications

Joined as Marketing & Communications Manager, promoting this organization that works with school districts and city leaders nationwide to provide summer learning opportunities and decrease learning loss for underserved youth.

- **Promoted to Director, Marketing & Communications** from Manager in 2014.
- **Directed communications efforts for an event featuring First Lady Michelle Obama.** Drafted a [PSA](#) for Mrs. Obama and coordinated with The White House and the U.S. Dept. of Education on talking points and blog content.
- **Amplified brand awareness by forging a national partnership with “Reading is Fundamental.”** Promoted on Macys.com, along with radio, TV, and print advertising. Facilitated media interviews and stories with *E! News*, *The Washington Post*, and *Education Week*.

Maryland Coalition Against Sexual Assault, Annapolis, MD

Jan 2010 – Jan 2012

Communications Manager

Recruited for a two-year grant-funded role to develop and launch a sexual violence prevention campaign on college campuses in partnership with the Maryland Department of Health and Mental Hygiene.

- **Developed and executed the “Rape Is Not Your Fault” campaign** in collaboration with the Baltimore mayor’s office, Baltimore City Police, and the local SART office, contributing to a 29% increase in sexual assault reporting in just one year.

AGENCY EXPERIENCE

Discovery Communications, Silver Spring, MD

Arnold Worldwide, McLean, VA

EDUCATION

Bachelor of Arts, English, York College of Pennsylvania – York, PA

PROFESSIONAL AFFILIATIONS

- Public Relations Society of America (PRSA), National Capital Chapter
- Washington Women in Public Relations

VOLUNTEER WORK

- Vote Forward, Campaign Letter Writer
- Taproot Foundation, Pro Bono Marketing Communications Consultant