



# Deirdre Roesch

## Professional Goal

I aim to use my public relations expertise, as well as my creativity, to help your organization achieve its mission and marketing goals.

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## Get in touch!

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## Work Experience

**Senior Communications Specialist**

**National Center for State Courts (NCSC) | June 2011 - present**

- Assists communications team with achieving marketing goals.
- Write press releases, stories and newsletter content. Serve as editor of NCSC's new media newsletter, *Connected*, which has an average open rate of 28%.
- Network and maintain relationships with media, PIOs and court leaders.
- Design marketing materials, logos, banners, flyers and reports.
- Serve as valuable social media liaison for staff and court leaders.
- Maintain social media accounts for the organization. The number of followers and likes on each platform has grown by at least 10% every year.
- Spearhead NCSC's annual Civics Education Essay Contest. Participation increased by 36% in 2020, with a total of 1,618 submissions.
- Orchestrate successful social media ad campaigns for various court initiatives.
- Update, edit and approve content for ncsc.org.
- Train staff how to use NCSC's content management system, Matrix.
- Photograph and caption organizational events for digital and print platforms.
- Manage progress of interns' assigned projects.

**Freelance Writer/Designer**

**Self | 2008 - present**

- Designed over 5,500 creative social media brand images for a variety of businesses around the world.
- Produce copy for freelancing clients who desire content (and hashtags) for their Facebook, Twitter or Instagram feeds.

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## Skills

- Advertising
- Content management
- Creative writing
- Crisis communications
- Email marketing
- Graphic design
- Photography
- Promotional campaigns
- Public speaking
- Social media
- Speech writing
- Strategic planning
- Time management
- Web design

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## Professional Development

2020: Udemy - Media Crisis Communications; Business Model Innovation

2019: Internet Summit

2017: CSS DEV Conference

2014-present: Conference of Court Public Information Officers

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## Academic History

**Monmouth University**

Bachelor of Arts, magna cum laude

Communications and Public Relations

Monmouth University, West Long Branch, NJ

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