

REGAN CRISP

PROFESSIONAL SUMMARY

Writer, editor, and communications strategist with experience spanning journalism, publishing, and mission-driven organizations. Skilled in editorial strategy, brand messaging, audience engagement, and multi-channel content development across digital, print, email, and social platforms. Proven ability to translate complex ideas into compelling stories that strengthen visibility, deepen community engagement, and support organizational goals.

EXPERIENCE

COMMUNICATIONS SPECIALIST 02/2024 to 05/2026

East Bay SPCA, Oakland, CA

- Led multi-channel editorial strategy across digital, print, email, and social platforms to strengthen audience engagement and reinforce organizational voice
- Produced and edited mission-driven content across newsletters, press materials, blogs, web copy, and fundraising campaigns to support community engagement and organizational visibility
- Guided brand voice and messaging
- Maintained partnerships with local media outlets, coordinated press events, and support targeted outreach
- Supported fundraising efforts through grant storytelling, social campaigns, donor outreach, event support, and storytelling
- Grew social media engagement and audience reach through strategic storytelling, campaign development, and consistent brand voice execution
- Directed multimedia asset production and managed photo/video libraries in collaboration with staff, volunteers, and freelance creatives
- Implemented Systems Framing messaging into external communications strategies

COMMUNICATIONS & MARKETING 03/2020 to 02/2024

Consultant, Remote

- Developed targeted messaging, visual content, newsletters, and social media campaigns for a diverse client portfolio
- Contributed to brand strategy through graphic design, photography, and cross-channel marketing communications

RETAIL COORDINATOR 03/2023 to 10/2023

The Marine Mammal Center, Sausalito, CA

- Managed e-commerce operations, inventory, and multi-channel retail support for a leading conservation organization
- Supported mission-driven branding and communications through merchandising, digital content, and social media integration
- Trained and coordinated volunteers while contributing product photography and visual asset management

PRODUCT MANAGER 10/2021 to 11/2022

A To Z Media, Portland, OR

- Managed print and vinyl production projects from planning and scheduling through delivery and client coordination
- Collaborated with vendors, artists, labels, and internal teams to support successful project execution
- Built and maintained strong relationships with new, long-term, and high-value clients
- Coordinated across logistics, sales, and leadership teams to meet production timelines and business objectives

PRODUCT DIRECTOR 07/2017 to 11/2019

Gnome Grown LLC, Canby, OR

- Led cross-functional operations and production workflows in collaboration with sales, retail, and leadership teams
- Managed team recruitment, training, and contractor coordination across multiple projects and deadlines
- Contributed to product branding, messaging, and audience-facing communications initiatives
- Oversaw production logistics, inventory coordination, and delivery planning to support organizational goals

JOURNALIST 01/2016 to 07/2017

Freelance, Portland, OR

- Wrote articles and news stories with a focus on consumer products

ASSOCIATE EDITOR 06/2013 to 01/2016

Fresh Cup Magazine, Portland, OR

- Wrote and edited features, news stories, reviews, and digital content for print and online publication
- Managed editorial calendars, daily blog operations, and contributor assignments in collaboration with the Editor-in-Chief
- Contributed to magazine and website rebrand initiatives, supporting updated editorial direction and audience engagement goals
- Conducted interviews and built industry relationships to support original reporting and long-term coverage
- Copyedited print and digital materials for clarity, accuracy, and brand consistency
- Recruited and directed contributors and photographers while overseeing photo selection and editorial quality standards

ASSISTANT EDITOR 06/2011 to 06/2013

Discover Silicon Valley Magazine, Redwood City, CA

- Contributed articles, reviews, and recommendations to monthly print publication
- Managed and published online events calendar
- Copyedited and fact-checked online and print publications

SKILLS

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|-----------------------------------|---------------------------------------|
| • Content Creation and Management | • Communications Strategy |
| • Persuasive Storytelling | • Media Relations |
| • Event Coordination | • Internal Communications |
| • Project Management | • Volunteer Training and Coordination |

- Associated Press Stylebook
- Microsoft Office, Google Suite, Outlook
- Asana, Wordpress
- MailChimp, FloDesk
- Chicago Manual of Style
- Meta, Later, Hootsuite
- Canva, Adobe Suite
- Shopify

EDUCATION

Columbia College Chicago, Chicago, IL
Bachelor of Arts, Journalism, 2011

- Concentration in News Writing & Reporting
- Minor in Literature

CERTIFICATIONS

Certificate of Completion in Essential Messaging for Animal Care & Well-being - SPARC
Certified Social Media Expert - Lightspan Digital

REFERENCES

Julie Henderson | supervisor at East Bay SPCA | [\(415\) 690-0255](tel:4156900255), jhenderson@eastbayspca.org
Troy Moore | colleague at East Bay SPCA | [\(510\) 269-0951](tel:5102690951), tmoore@eastbayspca.org
Annie Cheng | supervisor at The Marine Mammal Center | [\(510\) 709-5523](tel:5107095523), anniecheng223@gmail.com