

REGAN CRISP

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SKILLS

- Content Creation & Management
- Communications Strategy
- Persuasive Storytelling
- Volunteer Coordination & Training
- Chicago Manual of Style
- Photography & Videography
- Meta, Later, Hootsuite
- Mailchimp, FloDesk
- Copywriting & Copyediting
- Social Media Marketing
- Procedure Writing
- Media Relations
- Associated Press Stylebook
- Microsoft Office, Google Suite, Outlook
- Asana, Wordpress
- Adobe Creative Suite, Canva

EXPERIENCE

Feb 2024 - Current

Communications Specialist

East Bay SPCA - Oakland, CA

- Manage content and content strategy across social channels, website, print collateral, and newsletters
- Write and edit advertising copy, press releases, articles, newsletters, website copy, and blog posts
- Lead strategic planning to align outreach goals with organizational objectives
- Coordinate and attend media, donor, and community events
- Guide brand voice and messaging
- Collaborate with seven interdisciplinary departments to develop comprehensive plans for addressing community needs
- Manage asset capture and photo and video asset library; recruit and coordinate paid and volunteer photographers
- Author departmental SOPs and refine processes as needed
- Implemented Systems Framing messaging into external communications strategies

Mar 2020 - Feb 2024

Communications & Marketing

Consultant - Remote

- Contributed targeted messaging, graphic design, photography, newsletters, social media marketing, and overarching brand strategy for a diverse range of clients

Mar 2023 - Oct 2023

Retail Coordinator

The Marine Mammal Center - Sausalito, CA

- Managed e-commerce platforms, including multi-channel sales and inventory
- Supported mission-driven messaging through merchandising and retail branding
- Spearheaded e-commerce and social media integration
- Managed and trained retail volunteers
- Contributed product photography and asset management

Oct 2021 - Nov 2022

Product Manager

A To Z Media - Portland, OR

- Managed print and vinyl projects through planning, scheduling, production, and delivery
- Coordinated with vendors, artists, and labels
- Managed successful relationships with first-time, long-term, and high-value clients
- Coordinated with logistics, sales, and executive teams to achieve project objectives

Jul 2017 - Nov 2019

Product Manager

Gnome Grown LLC - Canby, OR

- Provided detailed problem-solving and operational direction in project challenges
- Oversaw production, managed inventory, and coordinated delivery with sales and retail teams
- Lead cross-functional production teams
- Recruited, trained, and supervised employees and independent contractors
- Collaborated with sales and leadership teams to develop product branding and messaging
- Designed branded merchandise
- Created and managed Shopify store
- Lead product photography and asset management

Jan 2016 - Jul 2017

Journalist

Freelance - Portland, OR

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

Jun 2013 - Jan 2016

Associate Editor

Fresh Cup Magazine - Portland, OR

- Wrote features, columns, news stories, reviews, and articles
- Interviewed sources and developed relationships with industry experts
- Co-managed annual and monthly editorial calendars
- Managed and contributed to daily blog
- Copyedited all print and digital content, annual press kit, and event messaging
- Recruited and retained contributors and photographers, assigned stories, and guided editorial improvements
- Worked closely with Editor-in Chief on content strategy, annual issue planning, styleguide, budgeting
- Selected and edited photos for use in diverse projects

Jun 2011 - Jun 2013

Assistant Editor

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
- Increased engagement through social media strategy

EDUCATION

2011

Bachelor of Arts: Journalism

Columbia College Chicago | Chicago, IL

- Concentration in News Writing & Reporting
- Minor in Literature

REFERENCES

Available upon request.

CERTIFICATIONS

Certificate of Completion in Essential Messaging for Animal Care & Well-being - SPARC

Certified Social Media Expert - Lightspan Digital