

Zoë LaCombe Johnson

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EDUCATION

Marx School of Public and International Affairs, Baruch College (CUNY)

Fall 2021 – 2025

Master of Public Administration

Specialization: Urban Development and Sustainability

IMPACT Scholar • Marx Dean's Excellence Award • 4.0 Grade Point Average

New York University (NYU)

2011 - 2015

Bachelor of Arts, French

Minor in Media, Culture, and Communication

Summa Cum Laude • 3.96 Grade Point Average

PROFESSIONAL EXPERIENCE

Community Voices Heard (Statewide)

2022 - Present

Communications Manager

- In charge of all communications for the largest Black-led organizing institution in New York State, working to build power and secure racial, social, and economic justice for New Yorkers across four chapters.
- Maintaining the [CVHAction](#) and [CVHPower](#) social media accounts, [website](#), and databases; creating organizing materials, branding, and strategic messaging.
- Seeking out [earned media and op-ed placements](#) to further our campaigns and external influence, including coverage in amNY, Pix11, and City Limits.
- Supervising our Digital Organizer; implementing advocacy tools through EveryAction online actions (email/call-your-legislator), text/phone banking, and [targeted email](#) to over 10,000 subscribers.

Coalition for the Homeless (Manhattan)

2021 - 2022

Manager of Digital Media

- Drafted daily social for Twitter (17,500+ followers), Instagram (7,500+ followers), and Facebook (9,000+ followers); reviewed relevant news and trends; created infographics to simplify complex ideas.
- Updated and maintained the organization's [website](#) (WordPress; 10,000+ unique visitors/week); drafting regular "Today's Read" blogs ("[New York City Plans to Stop Homeless People From Sheltering in Subway](#).")
- Developed the monthly "Coalition Spotlight" e-blast (Salesforce ExactTarget; 34,000+ subscribers).
- Created weekly and monthly digital analytics reports for web, email, and social media performance.
- Took the photographs, edited, and promoted the [State of the Homeless 2022](#) report.

John Jay College of Criminal Justice, Institute for Justice and Opportunity (Manhattan)

2017 - 2021

Formerly known as the Prisoner Reentry Institute

Policy Coordinator

- Co-led the [Fair Chance for Housing campaign](#); 80+ organizations working to pass city legislation to end housing discrimination against people with conviction records.
- Helped create several user-friendly guides for people impacted by the criminal legal system: [Getting to Work with a Criminal Record: New York State License Guides \(2020 Expanded Edition\)](#), [Getting the Record Straight: A Guide to Navigating Background Checks](#), and [Beyond the Record: A Justice-Oriented Approach to Background Checks](#).
- Participated in several city and statewide coalitions, including Less is More NY, Right to Counsel NYC, Let New York Vote, Commission to Close Rikers, and Coalition of Reentry Advocates.

Policy Program Associate

- Provided programmatic and administrative support to the Director of Public Policy and the Executive Director in grant writing, meeting organization and facilitation, and project management.
- Organized [an event at Otisville Correctional Facility](#) with 70+ students, policymakers, faculty, and staff.

Practice Makes Perfect (Bronx)

Summer 2016

Teaching Fellow

- Planned and facilitated 125+ hours of summer programming for 6th-grade students at MS 331.
- Created qualitative and quantitative records for 20 students with Excel Mastery Trackers and Kinvoled.

Teaching Assistant Program in France, TAPIF (Guadeloupe)

2015 - 2016

English Teaching Assistant

- Worked with groups of 7-30 students (200+ total) in three public schools on the island of Guadeloupe.
- Planned and facilitated interactive English-language classes with French-speaking students grades 5-12.

NYU Marron Institute (Manhattan)

2012 - 2015

Administrative Assistant

- Coordinated 50+ events and international city visits at an urban management and research institute.
- Created weekly project reports and working papers; digitized 35+ years of urban planning documents.

VOLUNTEER EXPERIENCE

Brooklyn Bridge Animal Welfare/Brooklyn Cat Cafe (Brooklyn)

2019 - Present

Foster Mentor

- Currently serving as a mentor to 20+ new cat “foster parents” as they prepare rescued cats for their forever homes – providing guidance, answering urgent questions, and strategizing on behavioral and health issues.
- Fostering rescued cats – socializing and acclimating cats to indoor life; creating bios and photos for their social media and adoption listings; fostered 40+ cats since 2018.

NYC Plover Project (Queens)

Summer 2022

National Park Service Volunteer – Piping Plover & Shorebird Beach Ambassador Program

- Volunteered weekly at Jacob Riis Park (part of Gateway National Recreation Area) in Rockaway, Queens, to teach visitors about the endangered Piping Plover and what beachgoers can do to help the birds survive.

Net Impact – Service Corps (Manhattan)

Fall 2019

Pro Bono Consultant & Project Manager

- Service Corps matches teams of passionate and skilled volunteer consultants with nonprofits and social enterprises to complete actionable, 12-week pro bono consulting projects to fulfill organizational needs.
- Worked with a small team of three to create a development strategy for First Friends of NJ & NY; researched and delivered a list of 25 foundations, 30 socially responsible corporations, 10 philanthropy resources, and 15 peer organizations to diversify First Friends' funding base.

SKILLS

Web Apps: Canva, Google Drive apps, Google Analytics, MailChimp, Asana, Hootsuite

Advocacy Tools: EveryAction, Voter Action Network (VAN), New/Mode, Hustle, ThruTalk, ThruText, ActBlue, Salesforce (ExactTarget + Marketing Cloud)

Website Management: Squarespace, WordPress, Wix

Software: Adobe InDesign & Illustrator, iMovie, Microsoft Office Suite, Slack, Zoom