

Zoë LaCombe Johnson

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EDUCATION

Marx School of Public and International Affairs, Baruch College (CUNY) Master of Public Administration • Specialization: Urban Development & Sustainability IMPACT Scholar • Marx Dean's Excellence Award • 4.0 Grade Point Average	2021 - 2025
New York University (NYU) Bachelor of Arts, French • Minor in Media, Culture, and Communication Summa Cum Laude • 3.96 Grade Point Average	2011 - 2015

PROFESSIONAL EXPERIENCE

Community Voices Heard (Statewide) <i>Communications Manager</i> <ul style="list-style-type: none">Spearheading all communications for the largest Black-led organizing institution in New York State.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, drafting media advisories, and managing our press listSupervising 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.	2022 - Present
Coalition for the Homeless (New York City) <i>Manager of Digital Media</i> <ul style="list-style-type: none">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).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.Took the photographs, edited, and promoted the State of the Homeless 2022 report.	2021 - 2022
John Jay College of Criminal Justice, Institute for Justice and Opportunity (New York City) <i>Policy Coordinator</i> <ul style="list-style-type: none">Co-led the successful 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 moreOrganized an event at Otisville Correctional Facility with 70+ students, policymakers, faculty, and staff.	2017 - 2021
NYU Net Impact - Service Corps (New York City) <i>Pro Bono Consultant & Project Manager</i> <ul style="list-style-type: none">Created a development strategy for First Friends of NJ & NY; researched 25 foundations, 30 socially responsible corporations, 10 philanthropy resources, & 15 peer orgs to diversify First Friends' funding base.	Fall 2019
NYU Marron Institute (New York City) <i>Administrative Assistant</i> <ul style="list-style-type: none">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.	2012 - 2015

SKILLS

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

Website + Social Media Management: Squarespace, WordPress, Wix, Google Analytics, Hootsuite

Design + Editing: Adobe InDesign & Illustrator, Canva, iMovie