

Divya Joseph

Executive Communications & Marketing Leader |
Brand Strategy | Growth | Digital Transformation

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Strategic marketing and communications leader with 15 years of experience helping mission-driven organizations strengthen their brands, expand their reach, and drive impact through storytelling, integrated marketing, and audience engagement. Experienced developing communications strategies across equity, education, healthcare, economic mobility, and global development initiatives. Led global campaigns across more than 20 countries, managed digital platforms reaching nearly one million followers, built advocacy campaigns in partnership with the United Nations, and developed donor communications and fundraising initiatives that supported more than \$750,000 in philanthropic impact. Skilled in brand strategy, digital marketing, public relations, executive communications, and partnership development, with a track record of turning complex missions into compelling stories that inspire action and support organizational growth.

EXPERIENCE

Independent Consulting | June 2011 - Present

Principal Marketing & Communications Strategist

Lead end-to-end marketing and communications engagements for nonprofit and mission-driven organizations, developing strategies, executing campaigns, and creating communications systems that strengthen brand visibility, audience engagement, and organizational impact.

- Develop and execute strategic communications plans for organizations advancing equity, healthcare, education, and poverty alleviation initiatives across local and international communities.
- Create integrated marketing campaigns, digital content strategies, and storytelling initiatives for nonprofit organizations including Goodwill, Bangla Help, and Loma Linda Broadcasting Network South Asia.
- Lead international communications initiatives across India, Bangladesh, Ghana, and Peru, training local teams on storytelling, content development, and communications best practices.
- Develop brand strategies, conduct brand audits, and create recommendations to strengthen positioning, messaging, and digital presence.
- Manage multi-channel communications strategies across social media, websites, newsletters, email campaigns, advertising, executive communications, and donor outreach.
- Develop brand messaging, campaign assets, speeches, fundraising materials, and storytelling content that translate complex missions into compelling narratives for diverse audiences.
- Build editorial systems and content calendars that improve organizational consistency across digital platforms and communications channels.
- Analyze digital performance data and produce insights reports to evaluate engagement, identify opportunities, and inform communications strategy.

Girl Rising | July 2022 - October 2025

Associate Director of Communications & Community Engagement

Led global communications strategy, brand storytelling, digital engagement, and advocacy initiatives for an international nonprofit advancing girls' education, climate reform and gender equity.

- Led content strategy and integrated marketing initiatives across social media, websites, newsletters, and digital platforms reaching nearly one million followers.
- Developed and managed paid social media campaigns that generated nearly 2 million impressions/reach, increasing visibility and engagement for global advocacy initiatives.
- Built communications pipelines with up to 42 nonprofit partners across four to eight countries to gather stories, amplify impact, and strengthen global engagement.
- Developed and managed relationships with influencers, nonprofit community partners, PR teams, and external stakeholders to expand organizational visibility and campaign reach.
- Planned and executed advocacy campaigns in partnership with the United Nations, including International Day of the Girl, United Nations General Assembly side events, and Commission on the Status of Women programming.
- Managed communications strategy and content development for 32 climate activists across 22 countries, amplifying voices on climate, racial, and gender equity.
- Oversaw brand voice, messaging strategy, marketing campaigns, creative direction, and copywriting across organizational channels.
- Managed internal communications staff, consultants, designers, and independent contractors to deliver campaigns, creative assets, and communications initiatives.
- Developed specialized donor and corporate communications for partners including HP, Credit Suisse, Rose Inc., and other stakeholders.
- Analyzed social media, web, and campaign performance data to evaluate effectiveness and inform future marketing strategies.
- Supported budget planning and managed contractor relationships, payments, and external communications resources.

Communications Officer

Managed branding, communications, fundraising communications, and advocacy campaigns for an international nonprofit running weekly programs for girls ages 10–18 across 23 countries, including Kenya, India, Nigeria, Peru, and the United States.

- Managed communications and marketing initiatives for an international nonprofit delivering leadership and education programs for girls across 23 countries, including Kenya, India, Nigeria, Peru, the United States, and more.
- Planned and executed integrated marketing campaigns across social media, email, website, and advocacy platforms, contributing to organizational campaigns that reached nearly 500,000 people across social media channels.
- Managed contractors, volunteers, and interns to produce digital content, storytelling assets, and communications materials while maintaining brand consistency across channels.
- Led communications for advocacy campaigns in partnership with the United Nations for Menstrual Hygiene Day, International Day of the Girl, and the Commission on the Status of Women.
- Collaborated with program staff and NGO partners to build storytelling pipelines that amplified participant voices and strengthened donor and stakeholder engagement.
- Served as communications liaison for corporate partners including Arbonne, Gorjana, Kendra Scott, and Smarty, supporting partner engagement and visibility efforts.
- Managed communications and event promotion for a 300-attendee fundraising gala that raised approximately \$700,000.
- Led Year-End and Giving Tuesday fundraising campaigns that generated more than \$50,000 through direct mail, email marketing, and donor outreach.

Visions In Education, Public School System | October 2014 - June 2016

Communications Coordinator

Managed communications, public relations, and brand messaging for a Northern California public school system serving more than 6,000+ students across nine counties.

- Led internal and external communications strategy, including public relations, media relations, website content, social media, stakeholder communications, and organizational messaging.
- Managed media inquiries and coordinated responses to ensure consistent messaging and alignment with organizational priorities.
- Developed and executed reputation-building campaigns to increase public awareness, strengthen community engagement, and improve understanding of organizational initiatives.
- Oversaw the organization's intranet platform, driving more than 10,000 daily visits and improving access to internal resources and communications.
- Partnered with senior administration to translate policies, initiatives, and organizational priorities into clear communications for families, staff, and community stakeholders.
- Created accessible communications materials that strengthened engagement among students, families, educators, and community partners.

Pacific Union College

B.S. Public Relations/Journalism with Honors

Digital Marketing & Technology Expertise

Managed communications, public relations, and brand messaging for a Northern California public school system serving more than 6,000+ students across nine counties.

Marketing Platforms & CRM Systems:

Salesforce, HubSpot

Email Marketing & Automation:

Mailchimp, Constant Contact

Content Management & Website Platforms:

WordPress, Wix, Fourspace

Social Media Management & Digital Engagement:

Hootsuite, Sprout Social, Loomly, Meta Business Suite

Paid Media & Digital Advertising:

Meta Ads Manager, Social Media Advertising Platforms, Digital Campaign Management

Creative & Brand Development:

Adobe Creative Suite, Canva, Brand Development, Creative Direction

Analytics, Measurement & Reporting:

Google Analytics, Website Analytics, Social Media Analytics, Campaign Performance Reporting, Audience Insights

SEO & Website Optimization:

Website Optimization, Content Optimization, Search Performance Monitoring

Project & Marketing Operations:

Asana, Monday.com, Trello

AI & Emerging Technology:

Generative AI Tools, AI-Assisted Content Development, Prompt Engineering, AI-Powered Marketing Workflows