

Zachary Jablonski

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Professional Summary

Communications Specialist with over 7 years of experience in corporate and non-profit sectors, excelling in strategic communication planning and brand messaging. Proficient in contract negotiation, accessibility standards, and public relations, with a proven track record of enhancing engagement and building strong stakeholder relationships. Passionate about making information accessible and fostering collaboration to achieve organizational goals.

Employment History

Event Planning & Stakeholder Engagement Specialist, Nov 2024 - Apr 2025

Aptive Resources, Alexandria, VA

- Executed strategic outreach initiatives, resulting in enhanced engagement and measurable growth for the National Science Foundation's (NSF) Convergence Accelerator program.
- Spearheaded the development of stakeholder contact lists, facilitating streamlined event planning and execution with noticeable improvements.
- Partnered with diverse stakeholders to explore collaboration opportunities, amplifying the effectiveness of NSF initiatives.
- Managed venue selection, meticulously evaluating proposals and securing favorable terms to align with NSF's event requirements.
- Fostered strong communication channels, ensuring seamless interactions between hotel partners and NSF clients throughout negotiations.
- Streamlined event planning processes, enhancing operational efficiency and achieving timely project completion for NSF initiatives.

Communications Specialist, May 2024 - Nov 2024

Aptive Resources, Alexandria, VA

- Streamlined communication processes for the VA, enhancing engagement and response rates through targeted messaging strategies supporting employee policy and regulation development and publication.
- Developed a digital toolkit for internal communications, improving accessibility and ensuring compliance with 508 standards across Microsoft SharePoint, email campaigns, and other platforms.
- Analyzed engagement metrics from VA websites, providing actionable insights that informed strategic adjustments and elevated user experience.
- Fostered cross-departmental collaboration to align communication initiatives with regulatory compliance, ensuring timely updates and stakeholder satisfaction.
- Trained team members in effective communication practices, enhancing skills, and fostering a culture of responsiveness within the organization.
- Implemented targeted messaging strategies, leading to increased engagement and full response rates from VA clinics nationwide.

Communications Specialist, Nov 2022 - Apr 2024

ClearWaters.IT, Leesburg, VA

- Orchestrated cross-departmental workshops, fostering collaboration and enhancing the effectiveness of communication across diverse teams.
- Analyzed feedback data from communication efforts, refining messaging approaches to better align with audience needs and improve overall impact.
- Implemented a new content management system for communications, optimizing workflow and significantly reducing turnaround times for messaging.
- Cultivated a supportive environment by mentoring junior team members in best practices for effective communication and engagement strategies.
- Facilitated communication strategy for cross-departmental town halls, resulting in enhanced team collaboration and communication effectiveness as attendance rose from an average of less than two hundred employees to more than one thousand for each event.
- Analyzed feedback data from communication initiatives, refining strategies to better meet audience needs and improve engagement.

Technical Writer, Dec 2021 - Nov 2022

ClearWaters.IT, Leesburg, VA

- Streamlined the documentation process, reducing turnaround time for project deliverables and increasing overall team productivity.
- Fostered cross-departmental collaboration to gather insights, enriching content quality, and ensuring alignment with organizational goals.
- Maintained updated technical documentation, ensuring compliance with industry standards and enhancing accessibility for diverse audiences.
- Facilitated training sessions on documentation best practices, empowering team members, and fostering a culture of continuous improvement.
- Developed comprehensive communication plans, which allowed senior leadership to focus on project completion, yielding substantial time savings each week.
- Analyzed user feedback to refine communication strategies, leading to enhanced clarity and increased stakeholder engagement.

Jefferson County Reporter, Jun 2019 - Dec 2021

Peninsula Daily News, Port Townsend, WA

- Produced compelling articles that increased reader engagement, driving a notable rise in digital subscriptions and community interest.
- Analyzed audience feedback to tailor content strategies, leading to substantial improvements in reader satisfaction and article relevance.
- Worked closely with editors and photographers to ensure cohesive storytelling, enhancing the overall quality of published pieces.
- Implemented a digital-first approach for article publishing, resulting in quicker dissemination of news and improved online visibility.
- Spearheaded publications' COVID-19 Pandemic coverage, ensuring accuracy and quick conveyance of important information. Coverage resulted in lower case rates in the community, high participation in public health restrictions, and a strong, trusted relationship with the county health officer and local government.

News & Arts Reporter, Jan 2018 - Jun 2019

University of Washington Daily, Seattle, WA

- Conducted in-depth analysis of campus events to inform editorial strategies, enhancing the relevance and engagement of content with the student body.
- Increased audience engagement by implementing targeted storytelling techniques, leading to noticeable growth in readership across digital platforms.
- Introduced multimedia elements in articles, enriching storytelling and attracting a broader audience, thereby elevating the publication's profile.
- Worked closely with editors and photographers to produce cohesive narratives, fostering a shared vision that resulted in award-winning articles.

Education

Bachelor of Arts in Communications: Journalism

University of Washington-Seattle Campus, Seattle, WA

Associate of Arts in General Studies

Olympic College, Bremerton, WA

Skills

Stakeholder Engagement, Strategic Communications, Data Analysis, Research, Public Speaking, Contract Negotiation, Vendor Management, Event Planning, Website Management, Accessibility Standards, Client Relations, Security Communications, Crisis Management, Digital Communications, Brand Messaging, AP Style Guidelines, Media Development, Press Release Development, Public Affairs Management, Public Relations, Time Management.

Languages

American Sign Language (*Proficient*).

Links

LinkedIn: www.linkedin.com.