

MINNA JUNG

943 Trophy Drive | Mountain View, CA | 215-534-6763 |
jungminna@gmail.com

SUMMARY

Experienced strategy leader, manager, facilitator, and trainer seeking to help public or private mission-driven organizations achieve greater impact. Main interests are in helping organizations and people working on great causes clarify their goals and strategies, amplify their voices and brand profiles, share compelling stories, and meaningfully engage with their audiences and partners.

SKILLS & ABILITIES

- Communications/nonprofit leader experienced in designing and implementing strategies for foundations, nonprofits, and public institutions
- Deep background and expertise in all aspects of strategic communications and organizational development and capacity-building: I've led initiatives on brand development and implementation, communication planning, message development, issue advocacy, national public education campaigns, crisis communications, strategic planning, board executive communications, government relations, and internal communications
- Experienced in meeting design, facilitation, and training, ranging from large conferences to workshops and training sessions for colleagues
- Experience and familiarity with a wide range of topics and issues: education, climate change and clean energy, health care reform, reproductive health, criminal justice
- Clear, compelling, and exceptionally quick writer and editor across multiple genres: blogs, position/strategy papers, executive speechwriter, digital content
- Well-networked in philanthropy and nonprofit sectors

EXPERIENCE

Vice President of Communications, Earthjustice
San Francisco, CA

6/2015 – 12/2017

Earthjustice is the largest and oldest environmental legal organization working in the public interest. I led a rapidly expanding department of almost 30 people representing a broad range of communication skills and disciplines: advocacy, visual storytelling, media relations, digital (including interactive design, website and email program), content creation, social media, and internal communications. I served on the executive team as a key participant in all executive-level responsibilities such as budget, administration, growth management, strategic planning, and setting policies and guidelines for staff. I worked in close partnership with all other vice presidents and department leads and the President and CEO.

Responsibilities and accomplishments:

- Elevated overall brand profile of highly impactful environmental law organization through brand trainings, guidance on brand execution, and storytelling. Initiated and led planning for future growth in brand marketing recommended out of organization's strategic planning process.
- Led all confidential, top-tier communications issues as they arose, including reputational threats and crisis responses
- Developed and led organization-wide efforts to improve culture and practices around diversity, equity, and inclusion, through improved internal communications, staff recognition programs, and participation in ongoing learning and training programs made available to executive staff.
- Designed and led regular workshops for communications and fundraising staff on creative brainstorming, message development, brand training, measuring impact, and more
- Guided staff in setting and implementing strategic goals, objectives, and measures of success
- Guided staff on specific initiatives and campaigns, such as the organization's digital content strategy, editorial calendar, and advocacy campaigns focused on organization's most high-profile litigation efforts
- Built organization's internal communications capabilities through the launch of new technology platforms and the hiring of a staff person dedicated to managing internal communications
- Ensured that organization's external and internal communication practices are aligned with values of diversity, equity, and inclusion

**California Communications Director, Environmental Defense Fund 9/2014 – 5/2015
San Francisco, CA**

Environmental Defense Fund is one of the largest environmental nonprofit organizations dedicated to working with public and private partners on a wide range of environmental issues. At EDF, I led all communications efforts on behalf of two of EDF's most important areas of work, climate change and clean energy. My focus was on California's groundbreaking climate policies (with a focus on the cap-and-trade program) and strategies to promote clean and renewable energy sources.

Responsibilities and accomplishments:

- Led two roll-outs for major reports released by EDF, one on the state of California's climate agenda and another on promoting a demand-driven approach to managing energy use efficiently and in ways that take advantage of renewable energy sources. These roll-outs involved extensively editing the reports' content, writing executive summaries, drafting core messages and media materials, media pitching, guidance on all social media content, media training for colleagues, and ongoing outreach and pitching on the data in the report.

- Led training sessions for colleagues on message development to advance climate and clean energy work in California.
- Worked with campaign targeting EDF members to promote a consumer-friendly energy pricing approach that relies on clean energy sources
- Built relationships with California-based reporters covering climate, clean energy, and other environmental topics
- Overhauled content and framing for EDF's policy and media pages on website

**Communications Director,
The David & Lucile Packard Foundation
Los Altos, CA**

9/2010 – 6/2014

I led one of the largest private foundations in the United States through an organizational evolution focused on building the capacity of staff at all levels (executive, program, administrative) to communicate well and effectively about the organization's values, brand, and the issue areas supported through the foundation's grants and other resources. I recruited and managed a small team of highly talented, productive individuals (four total, including me) to raise the visibility and importance of communications at the organization.

Responsibilities and accomplishments:

- Led organization-wide effort on branding and organizational identity that resulted in greater clarity about the organization's values and overarching communication goals and objectives.
- Led effort to provide targeted, strategic communications support to program staff working on climate change, oceans and land conservation, children and families, reproductive health, and supporting local nonprofit organizations and leaders
- Led efforts to experiment in more active and visual methods of storytelling by staff and grantees, and helped support experiments in the innovative sourcing of ideas for new strategies and using social media channels to achieve strategic objectives
- Measurably improved internal and external communications with grantees, colleagues, and other thought partners and audiences
- Developed and led implementation for organization to appropriately recognize and celebrate its 50th anniversary
- Led two major renovations/upgrades of organization's website
- Served as primary contact for reporters and meetings with government officials

**Director of Policy Outreach,
The Robert Wood Johnson Foundation
Princeton, NJ**

1/2010 – 9/2010

I oversaw all government relations for a large, health-focused foundation that identified federal, state, and local policy-makers as primary audiences to educate and engage on health and health care issues. I worked closely with the organization's senior leadership, staff, and grantees to ensure that research and other types of information were disseminated to government officials in timely, coordinated, and effective ways, while ensuring compliance with all lobbying restrictions placed on foundations.

Responsibilities and accomplishments:

- Provided guidance to staff and grantees on appropriately engaging federal and state officials
- Shared pertinent information with senior management and staff about current events and recent developments in the federal executive and legislative branches of government
- Managed a longstanding training program for foundation grantees to enable them to connect and communicate more effectively with members of Congress on health and health care issues
- Developed and disseminated messages, talking points, and planning documents on the possible impact of federal and state legislation on the foundation's work (e.g., the Affordable Care Act)

Senior Communications Officer	1/2005 – 12/2009
Communications Officer	1/2003 – 12/2005
Communications Associate	9/2001 – 12/2002

**The Robert Wood Johnson Foundation
Princeton, NJ**

During my time at the Robert Wood Johnson Foundation, I led communications for a number of large grantmaking portfolios, including supporting community-based services for older Americans and increasing the number of Americans with health insurance. RWJF's model of grantmaking is partnership-oriented; we worked in close alignment with hundreds of grantee organizations to help them access and manage resources well beyond the grants they received, such as communications training and other forms of what we called "technical assistance." I learned during this time how to develop and lead communications strategies large and small, including but not limited to: launching and managing multi-city public education campaigns with media and digital and advocacy components; website builds; message research and testing; organizing communications and media training for grantees; writing speeches for the President and CEO and staffing her on Hill meetings and with administration officials. My biggest area of work involved developing and leading all communications strategies and tactics related to the foundation's goal of ensuring that all Americans have access to affordable, high-quality care. This work was especially fast-paced and relevant during the period leading up to the passage of the Affordable Care Act in 2010.

Responsibilities and accomplishments:

- Led all aspects of communications related to the foundation's goal to improve the quality of health care in America. This role involved strategic counsel and support for the foundation's grantees in this area; development of digital content to share with target audiences; outreach through digital and traditional media outlets; and efforts to test and develop message platforms for a wide range of health care stakeholders to use.
- Led all aspects of communications related to the foundation's goal of reducing racial and ethnic inequality in health care. This role involved reaching out to minority-led advocacy groups; planning major conferences to connect health care advocates to racial equality advocates; and facilitating national dialogues about how data collection and increased transparency in health care institutions can improve the quality of care for everyone.
- Managed a large team comprised of internal staff and external consultants and public relations firms, with annual budgets ranging from \$5 to 10 million.
- Led special projects for the foundation's enterprise-level communication functions, like a blog on healthcare reform, the development of organizational guidelines on branding and intellectual property questions, and a special initiative to connect with media outlets serving people of color.

Other Experience

- Independent consultant for foundations and nonprofit organizations
- Research/policy analyst for criminal justice/sentencing reform nonprofit
- Internships with federal and state judges during law school
- Editorial assistant, children's book publishing

EDUCATION

- Fordham University School of Law, Juris Doctor (now retired from New York State Bar), 1997
- Brown University, Bachelor of Arts, with honors, 1990

LEADERSHIP

- Communications Network Board, 2005-2016 (Served as Board Chair from 2013-2015)