



# Deirdre Roesch

## Professional Goal

I aim to use my marketing expertise, as well as my creativity, to help your organization achieve its goals.

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## Get in touch!

### Mobile:

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## Work Experience

### Senior Communications Specialist

#### National Center for State Courts (NCSC) | June 2012 - present

- Assists communications team with achieving marketing goals.
- Maintain social media accounts for the organization.
- Collaborate with all divisions to support their marketing needs.
- Develop creative online content with the goal of increasing engagement.
- Serve as valuable social media liaison for staff and court leaders.
- Design interactive marketing materials, logos, banners, flyers and reports.
- Orchestrate successful social media ad campaigns for various court initiatives.
- Write press releases, stories and newsletter content. Serve as editor of NCSC's new media newsletter, *Connected*, which has an average open rate of 28%.
- Photograph and caption organizational events for digital and print platforms.
- Network and maintain relationships with media, PIOs and court leaders.
- Spearhead NCSC's annual Civics Education Essay Contest. Participation increased by 15% in 2021, with a total of 1,826 submissions.
- Update, edit and approve content for ncsc.org.
- Train staff how to use NCSC's content management system, Matrix.
- Manage progress of interns' assigned projects.

### Freelance Writer/Designer

#### Self | 2008 - present

- Designed over 5,500 creative social media brand still images, videos and animations for a variety of businesses around the world.
- Produce copy for clients who desire content (and hashtags) for their Facebook, Twitter or Instagram feeds.

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## Skills

- Advertising
- Content management
- Creative writing
- Crisis communications
- Email marketing
- Graphic design
- Photography
- Promotional campaigns
- Public speaking
- Social media
- Speech writing
- Strategic planning
- Time management
- Web design

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## Professional Development

2021-2022: LEAD, leadership program in Greater Williamsburg  
2020: Udemy - Media Crisis Communications; Business Model Innovation  
2014-present: Conference of Court Public Information Officers

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## Academic History

### Monmouth University

Bachelor of Arts, magna cum laude  
Communications and Public Relations  
Monmouth University, West Long Branch, NJ

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