

Zahra A. Nealy, MA

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EDUCATION

University of Southern California, Los Angeles, CA

Annenberg School for Communication & Journalism

MA, Strategic Public Relations, 2011

University of California, Los Angeles, CA

BA, Anthropology, 2009

Riverside Community College, Moreno Valley, CA

AS, Natural Sciences, 2005

EXPERIENCE

Development Communications Specialist, Cedars-Sinai; Los Angeles, CA

August 2018–Present

- Implement and maintain project tracking system tracking budgets and timelines for donor progress reports, newsletters, collateral and other projects.
- Create a grateful patient story bank containing evergreen stories cross functional teams could access for a variety of communication channels and needs.
- Project manage, write, proof and edit donor progress reports, newsletters and print collateral projects for various service lines within the medical center with Senior Donor Relations Officer.
- Identify and write compelling grateful patient stories to be used for donor communications and other communication channels.
- Produced an editorial calendar with the direct mail team identifying compelling patient stories for fundraising appeals.
- Serve as chair for the Communications Support Task Force on the Employee Engagement Committee for the Advancement division.

Adjunct Instructor, University of Southern California; Los Angeles, CA

August 2018–Present

- Instruct undergraduate class on the current trends, strategies and tactics as it pertains to non-profit public relations.

Pancreatic Cancer Action Network; Manhattan Beach, CA

Media Relations Manager, June 2018–July 2018

- Coordinated media for National Pancreatic Cancer Advocacy Day in Washington, D.C. that resulted in national media placements in ABC News, CBS News and local interviews.

Media Relations Specialist, December 2015–July 2018

- Secured over 11,000 media placements totaling 4.2 billion impressions worth over \$2.7 million in publicity value for fiscal year 17-18.
- Proposed and implemented “beats” structure for media relations team to ensure efficient coverage and support on various topics for writing and pitching efforts.
- Secured ABC News and CBS News coverage of National Pancreatic Cancer Advocacy Day 2018.
- Oversaw grassroots PR and media outreach in collaboration with 58 volunteer-led affiliates across the country to raise awareness about the disease.
- Secured media sponsorships for 55 PurpleStride 5K run/walk events resulting in more than \$1.4 million of in-kind media coverage through partners such as Sinclair Broadcast Group, iHeartMedia and Clear Channel Outdoor.
- Work cross-functionally with government affairs and advocacy, community engagement, scientific and medical affairs, development, marketing and program staff on executing national campaigns and programs

such as PurpleStride, Clinical Trials Awareness Month, National Pancreatic Cancer Advocacy Day, World Pancreatic Cancer Day and Pancreatic Cancer Awareness Month.

- Conduct deskside meetings with media partners across the country.
- Establish and maintain relationships with print, TV, radio and digital community relations/public affairs directors, which resulted in placement in *Good Housekeeping*.
- Produced first-ever organizational Spanish PSA.
- Assist PR Manager with celebrity and influencer program, including partners Mindy Kaling, Ron Claiborne and Lisa Niemi Swayze, which resulted in placements in *PEOPLE*.
- Build and maintain relationships with national and local media, bloggers and cancer research institutions to raise awareness about the organization and its programs.
- Create and maintain organization's crisis communications plan.
- Monitor and analyze media coverage.
- Identify, write and pitch compelling constituent stories to targeted media.
- Write and distribute press releases, media alerts, talking points and other media materials.
- Contribute stories to national blog/newsroom and repurpose for other communication vehicles.
- Conduct media coaching with spokespeople to maintain consistent brand messaging and integrity.

Marketing & Communications Coordinator, UCP Wheels for Humanity; North Hollywood, CA

May 2015–November 2015

- Managed all social media platforms including content production and strategy.
- Created and executed a marketing and communications calendar for the entire organization.
- Upheld branding internally and externally.
- Directed and developed marketing collateral with graphic designers such as appeals, newsletters and special event invitations.
- Managed organization website.
- Built relationships with local media outlets such as NBC 4 Los Angeles.
- Collaborated with international staff to collect and produce client profile stories to feature on various communication platforms.

Community Relations Associate, Pasadena Humane Society & SPCA; Pasadena, CA

September 2011–May 2015

- Expanded agency's social media presence, which engages more than 13,000 supporters across various platforms.
- Executed traditional, digital and social media strategies to generate more awareness about the organization and its mission, which resulted in coverage on ABCNews.com.
- Wrote and edited e-blasts, bi-monthly magazine, annual report, calendars and other internal/external communications.
- Managed portions of organization's website.
- Assisted VP of Community Relations with publicity plans for signature fundraising events such as the San Marino Motor Classic and annual Wiggle Waggle Walk.
- Produced "The Dog House" pet adoption TV show for the City of Glendale.
- Co-planned and executed publicity, marketing and advertising launch of \$20 million Animal Care Center, which opened in January 2014.
- Worked with city managers and PIOs from nine service cities to generate awareness about services and programs to community members.
- Cultivated media partnership with KTLA 5, which resulted in consistent coverage throughout the year and sponsorship of Wiggle Waggle Walk.

Junior Publicist, WRB Public Relations; Los Angeles, CA

August 2010–April 2012

- Assisted head publicist with publicity for entertainment and lifestyle clients.
- Managed media check-in tables and red carpet areas for the 3rd Annual Celebrity & Stuntwomen's Awards, 2011 Pan African Film Festival and 5th Annual Leimert Park Village Book Fair.
- Pitched independent film "35 & Ticking" to *Los Angeles Times* and *Variety* magazine, which resulted in two positive film reviews.
- Assisted clients during events such as call times and escorting down the red carpet.
- Tracked media coverage of various clients and events.

Consumer Public Relations Intern, Porter Novelli; Los Angeles, CA

January 2011–August 2011

- Assisted various consumer account teams with day-to-day operations for Almond Board of California, Ronald McDonald House Charities of Southern California and Hoag Hospital.
- Researched bloggers for campaign research.
- Created and updated media lists via Cision.
- Developed editorial calendar grid to effectively maximize pitching efforts.
- Assembled press kits and advocate mailers.
- Updated clipping books and clip reports.
- Assisted with grant applications for the Ronald McDonald House Charities of Southern California.

PR/Events Intern, American Heart Association; Los Angeles, CA

September 2010–January 2011

- Assisted Director of African American Health Equity to increase awareness about health disparities in the African-American communities in the greater Los Angeles area.
- Advocated for heart healthy lifestyles at health fairs for AARP, Union Bank, Senator Roderick D. Wright and L.A. County Supervisor Mark Ridley-Thomas.

PR/Communications Intern, Thulare Monareng; Cape Town, South Africa

May 2010 – August 2010

- Developed and implemented a campaign awareness plan for Thuli by Thulare Monareng clothing line for the 2010 World Cup.
- Conducted competitor research to position brand to target audiences.
- Assisted in scouting location for retail store.

Public Relations Officer, The Achievable Foundation; Culver City, CA

April 2009 – May 2010

- Co-coordinated a “Tribute and Casino Night” silent auction for more than 300 attendees that raised \$80,000.
- Administered the Baker Camp Scholarship program, which awarded \$80,000 in scholarship funds to children with autism.
- Pitched donor stories to local daily newspapers; composed media kits

SKILLS

- Advanced knowledge of social media platforms (Facebook, Instagram, Twitter, Snapchat, LinkedIn and YouTube) AP Style writing, Smartsheet, InMotion Now, Basecamp, Teamwork, Kapost, Cision, PR Newswire, Business Wire, Meltwater, IMDbPro, Microsoft Office and Mac OS.
- Proficient knowledge of WebEx, SharePoint, Adobe PhotoShop, Adobe InDesign, Qualtrics, Radian6, Google Analytics, WordPress, HTML and Blackbaud’s Luminate Online and Raiser’s Edge.

AFFILIATIONS & AWARDS

- Public Relations Society of America, Los Angeles Chapter
- PR Daily’s 2017 Digital PR & Social Media Awards - Best Multichannel Campaign of the Year: “Wage Hope Together”
- World Pancreatic Cancer Day 2017: Demand Better campaign received PRSA Silver Anvil for Global Communications for in collaboration with the World Pancreatic Cancer Coalition and Hill+Knowlton Strategies