






Barrett Newkirk

*Content strategist,
writer, editor, designer*

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Summary

Whether it's through words, images, or design, good communication requires a strong appreciation for the intended audience. I spent over a decade working in newspaper journalism honing my ability to tell stories and explain complex ideas to a wide audience. After a fulfilling career in the news business, I returned to my earlier passion of nonprofit work. Today I apply my experience as a writer, editor, designer and communications manager to help businesses and causes share their stories.

Experience

Alianza Coachella Valley, Coachella, California

Senior Communications Manager (April 2018 - present)

- Oversaw communications and public image for a \$3 million nonprofit through a period of rebranding and growth, resulting in increased donations and press coverage.
- Successfully implemented communications strategies for campaigns focused on the environment, education, health, and other topics, leading to increased public awareness and community participation.
- Wrote and designed digital and print materials to promote advocacy and fundraising, leading to an expansion of the constituent database of more than 100%.
- Managed a website and all social media accounts, resulting in a 13% single-year increase in social followers.
- Coordinated a year-long multi-organization campaign for Census 2020 that produced higher regional participation despite the pandemic.

Wefunder Inc., San Francisco, California

Contracted Editor (August 2017 - March 2019)

- Successfully edited communications for tech company executives while working in a long-term, remote freelance role.
- Ensured information followed a logical order and was easily understood without heavy business jargon or uncommon technical terminology.

The Desert Sun, Palm Springs, California

Reporter (April 2013 - April 2018)

Reported on government, politics, and healthcare for a daily newspaper and its website. Produced significant pieces on dementia care, the homeless, drug addiction, medical care costs, government spending, and potential political corruption.

Skills and Assets

- Comfortable managing simultaneous projects involving multiple teams and deadlines.
- Strong command of digital media tools, including photography and video editing, social media management, and web content management systems such as WordPress.
- Experienced media relations professional who has successfully maintained relationships with print and broadcast journalists to ensure coverage is in line with organizational goals.
- Certified graphic designer with advanced experience using InDesign, Illustrator, Photoshop, and other Adobe programs.
- A confident, fast writer able to share ideas, explain complex concepts, and pitch stories in ways that build audiences and institutional support.
- Creative thinker who enjoys finding new solutions to communications challenges through writing, design, and strategy.

Education

Master of Science, Journalism

Medill School of Journalism, Northwestern University, Evanston, Illinois

Bachelor of Arts, Sociology and Anthropology, Minor in Art History

Indiana University, Bloomington, Indiana

Certificate in Digital Arts and Design

University of California, Riverside

Community Involvement

Palm Springs Public Arts Commission, member, 2021 — present

Palm Canyon Theatre, volunteer, 2019 — present