

# Barrett Newkirk

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## GOALS

Well-rounded communications strategist and creator seeks opportunities where I use my skills in communications, writing, and design to help impactful organizations grow audiences and gain support.

## SKILLS

- Comfortable managing simultaneous projects involving multiple teams and deadlines.
- Strong command of digital media tools, including photo and video editing, social media management, and web content management systems such as WordPress.
- Experienced media relations professional who has successfully managed ongoing 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.

## EXPERIENCE

### ***THE LGBTQ COMMUNITY CENTER OF THE DESERT (THE CENTER) | Palm Springs, CA***

May 2025 — present

#### **Chief Communications Officer**

- Lead organization-wide marketing, communications, and public relations strategy for a \$5 million LGBTQ+ nonprofit, reporting to the CEO and serving on the Executive Leadership Team, with a focus on mission alignment and organizational values.
- Oversee brand management, digital strategy, media relations, and marketing campaigns that reflect the organization's culture and strengthen visibility, engagement, and donor support.
- Partner closely with development and program teams to align communications with fundraising goals, events, advocacy efforts, and culturally competent impact storytelling.
- Lead and mentor the marketing and communications team, fostering a collaborative, accountable culture while managing external vendors, consultants, and departmental budget.
- Ensure all internal and external communications consistently reflect the organization's culture, equity commitments, and the diversity of the communities served.

### ***LIFT TO RISE | Palm Desert, CA***

April 2023 — May 2025

#### **Director of Strategic Communications**

- Spearheaded strategic communications initiatives for a collective impact organization, enhancing visibility and engagement across diverse stakeholders, including grant makers, donors, and community partners.
- Managed cross-organizational teams and external vendors, successfully overseeing multiple projects simultaneously to produce high-quality assets and communications materials.
- Collaborated with senior leadership to establish and monitor communication benchmarks, fostering a results-driven environment that emphasized transparency, accountability, and continuous improvement in achieving organizational goals.

### **ALIANZA COACHELLA VALLEY | Coachella, CA**

April 2018 — April 2023

#### **Communications Manager / Senior Communications Manager**

- Oversaw communications and public image for a \$3 million nonprofit through a period of rebranding and growth, resulting in increased donations and press coverage.
- 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.

### **WEFUNDER INC. | San Francisco, CA**

August 2017 — March 2019

#### **Contracted Editor**

- Successfully edited communications for tech company executives, ensuring information was logically organized and clearly understood, while working in a long-term, remote freelance role.

### **GANNETT CO./USA TODAY NETWORK | Palm Springs, CA**

April 2013 — April 2018

#### **Reporter, The Desert Sun**

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

My journalism work goes back to 2007 and includes time at newspapers in Indiana and Michigan, freelance writing for the Indianapolis Star, and a residency at The Sydney Morning Herald. My writing has also been published by USA Today.

## **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