



JAKE LINK

COMMUNICATIONS STRATEGY +
MISSION-DRIVEN STORYTELLING

PORTFOLIO

View my portfolio of work, including press, campaigns, video, print, and digital media.

EDUCATION

HOFSTRA UNIVERSITY
B.A. in Mass Communications / Television
minor in Creative Writing
2012

SKILLS

Adobe Suite	●●●●●○○○
Message Crafting	●●●●●●●○
Video Editing	●●●●●●●○
Management	●●●●●●●○
CRM	●●●●●●○○
Imagination	●●●●●●●●

INTERESTS

Digital Media
Storytelling
Humanitarian Tech
Rescue Dogs
Design
Managing Creatives
New Ways of Working
Travel

CONTACT

Please reach out using the contact form on my website.

INTRO + OBJECTIVE

My approach is to blend creative and engaging multi-platform storytelling with strategic placement to execute impactful campaigns. My work has been done by leading my own team(s), working with partners and outside vendors, and even on my own when needed. I feel successful when I am able to identify a target audience, create content that resonates with them, and motivate them to take action.

EXPERIENCE

FEBRUARY
2018
TO PRESENT

SWISSNEX BOSTON + SWISSNEX IN NEW YORK

Head of Communications

Headquarters Boston. Additional work in NYC and Switzerland
Built and lead a small team of communications professionals in executing brand campaigns, content strategy, media relations, thought leadership strategy, and event/activity promotions for swissnex Boston, swissnex in New York and clients. Clients include: University of Zurich, EPFL, and over 15 early stage startups, primarily in healthtech.

FEBRUARY
2015
TO FEB '18

EDUCATIONAL ALLIANCE

Director of Communications

New York, NY

Refreshed the social service agency's 127-year-old brand, built a content strategy to cultivate a community of supporters, hired and managed content producers, and created a stronger pipeline for online and grass-roots giving (digital-only campaigns raised over \$50k each in 2017 and 2018). Worked with the world-leading firm Global Strategy Group to develop thought leadership strategy for CEO Alan van Capelle and press strategy to position the agency as a leader in the social service space.

FEBRUARY
2013
TO FEB '15

NBCUNIVERSAL

Programming Coordinator

New York, NY

Developed creatively and managed production for the Syfy network's original movies. Oversaw digital press for the surprisingly internet-breaking movie "Sharknado" as it became a breakout cult hit, ensuring that momentum was built and maintained to successfully launch a Sharknado franchise.

CAREER HIGHLIGHTS

**FUND
RAISING**

Educational Alliance: 'Don't Defund My Future' Campaign (2017)

Raised \$50k in 6 weeks with digital Teen Center campaign while simultaneously managing an advocacy communications around the issue. Used this case to teach a digital advocacy workshop to other professionals at Queens Community Center Day

**ANNUAL
REPORT**

2018 PR News Nonprofit Communications Award Finalist

Annual Report or Publication category

Passport to the Lower East Side (2017 Educational Alliance Annual Report)

**REPUTATION
PR**

swissnex Boston: Increased Visibility and Share of Voice for the University of Zurich in Priority Concept Areas (2018)

+10% for "Pharmaceutical", +11% for "Research", +13% for "Drug Research"