

# JANICE ROJAS



## Profile

Strategic communications and marketing professional possessing exceptional writing skills and thriving in fast-paced environments

Charismatic | Team player | Tech-savvy  
Social Media + Brand Guru | Bilingual  
Problem Solver | Blogger | Detail oriented  
Writer of YA Novels

## Education

University of North Carolina at Chapel Hill  
Chapel Hill, NC  
Bachelor of Arts in Journalism & Mass  
Communication, Public Relations  
Fall 2011 - Fall 2014

University of North Carolina at Greensboro  
Greensboro, NC  
Fall 2009 - Spring 2011

## Honors

UNCG Sigma Alpha Pi National Society of  
Leadership and Success | 2010

UNCG Dean's List Spring 2010

## Skills

English (Fluent) | Spanish (Native)  
Adobe Illustrator | InDesign | Photoshop  
AP Style | Microsoft Word | Excel  
Salesforce Marketing Cloud  
Access | PowerPoint  
VSys One | CMS | WordPress  
HTML | Blackbaud eTapestry  
Google Analytics | ReServe Interactive  
Social Media Management | HootSuite

## Contact Me:

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Remote

## Blue Cross Blue Shield NC | Durham, NC (Remote)

*Divisional Communications Advisor* | July 2020 – Present

Develop, plan and execute communications and engagement activities that promote the company and position the company and the office of Operations & Member Experience favorably to key stakeholders, including current and potential employees, business and community leaders, consumers, employer groups, the financial community, and health care providers. Work closely with other departments, as well as external partners and stakeholders, to deliver, and execute, superior communications plans that are strategic, measurable and aligned with corporate and/or divisional goals.

## Carolina Small Business Development Fund | Raleigh, NC

*Director of Marketing & Communications* | July 2019 – June 2020

*Director of Marketing & Communications* | June 2016 – June 2018

*Marketing Associate* | May 2015 – June 2016

Direct the planning, development and implementation of all organization's marketing strategies, communications, and public relations activities, both internal and external. Work closely with various departments and execute superior communications plans that are strategic, measurable and aligned with organizational goals. Develop effective strategies and comprehensive communication plans to promote organization's programs statewide. Manage overall project and editorial direction and digital marketing strategy. Develop ongoing web content, design and manage all social media platforms.

## Girl Scouts – North Carolina Coastal Pines | Raleigh, NC

*Director of Marketing & Communications* | June 2018 – July 2019

Developed, executed and implemented creative and integrated marketing strategies around key business objectives in Southeast NC. Oversaw marketing department. Implemented lead-nurturing and demand generation programs. Directed the editorial direction and design for all marketing and communication materials and campaigns spanning digital, broadcast, and print. Directed online marketing and communication programs, including conceptualizing and overseeing digital content production as well as managing digital marketing platforms and infrastructures.

## Pace Communications | Greensboro, NC

*Digital Editorial – Part-time* | January 2015 - May 2015

Maintained client account websites by writing articles, in both English & Spanish, and edit content.

## Meridian Convention & Event Center | Greensboro, NC

*Sales & Marketing Manager* | August 2013 – June 2014

Promoted and fulfilled Meridian goals and brand promise by executing marketing initiatives as well as monitoring in-house events while keeping close contact with client and staff members to ensure successful events.

## Special Olympics North Carolina | Morrisville, NC

*Events Intern* | May 2013 - August 2013

Maintained equipment database for area-level, state-level and fundraising events. Assisted with recruitment of volunteers for area- and state-level events. Implemented events, family programs and activities for volunteers. Developed content for Special Olympics North Carolina website and monthly newsletter.

## Kay Yow Cancer Fund | Raleigh, NC

*Communications & Marketing Intern* | January 2013 - May 2013

Optimized the use of social media platforms by coordinating social media drafts that grew followership of social sites by 15%, proven by implementation of social media content analysis. Served as primary contact in regards with the organization's public relations activations.