

NICHOLLE GRANGER

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Communications and marketing leader with more than a decade of experience guiding brand reputation, media strategy, and public engagement across health, housing, and human services. A former news producer turned communications strategist, I bring a journalist's eye for storytelling and a leader's focus on building trust and collaboration. Known for translating complex ideas into clear, human-centered messages that inspire confidence and strengthen community connection.

CORE COMPETENCIES

External Communications | Media & Public Relations | Crisis & Reputation Management | Executive Messaging | Team Leadership | Strategic Storytelling | Social & Digital Media | Content Development | Community Engagement

RELEVANT EXPERIENCE

VOLUNTEERS OF AMERICA CHESAPEAKE & CAROLINAS
Executive Director of Development & Marketing

Lanham, MD
Nov 2019 – present

Lead strategic communications and development initiatives for a multi-state nonprofit serving 9,700+ individuals annually across eight housing, health and human service areas. Strengthen visibility and stakeholder trust through earned media, storytelling, and issue management.

- Serve as the organization's official spokesperson and advisor to the President & CEO on media, reputation, and messaging.
- Direct unified brand and content strategy across digital, print, and earned channels to elevate awareness and credibility.
- Secured coverage with The Baltimore Sun, WBAL-TV, WJLA ABC7 News DC, NBC4 Washington, WUSA9, and The AFRO.
- Led high-impact campaigns including:
 - Hope Has A Home® for Women – Raised \$203K to expand medical respite care for women experiencing homelessness.
 - Building Bridges to Hope – Developed branding and outreach for a five-year SAMHSA-funded initiative (\$750K/year) promoting substance misuse prevention.
 - Operation Backpack® – Raised \$108K (66% over goal) to equip 5,000 underserved students with school supplies through integrated media and community engagement.
 - Greatest of All Time (G.O.A.T.) Youth Mental Health Expo – Mobilized 400+ youth, 50 exhibitors, and 24 speakers and entertainers annually to spotlight mental health equity.
- Lead communications for sensitive issues related to federal reentry, behavioral health, and intellectual/developmental disabilities programs; develop statements, FAQs, and public responses.
- Oversee digital strategy, including front- and back-end web development, social media, and email marketing.
- Supervise marketing and communications staff and vendors; mentor teams to drive collaboration and creativity.
- Partner with federal, state, and local agencies, health departments, and philanthropic funders to align messaging and advance shared initiatives.
- Draw on early newsroom experience to anticipate media needs, craft strong narratives, and position the organization as a trusted source for public information.

MAYSON-DIXON
Vice President, Nonprofit Strategies

Baltimore, MD
Jan 2018–Nov 2019

Directed communications and marketing for nonprofit and civic clients, managing branding, messaging, and content strategy to strengthen engagement and awareness.

- Developed integrated campaigns combining PR, design, and storytelling to enhance donor engagement and advocacy.
- Produced fundraising events that convened an average of 300+ leaders.
- Created key messaging, reports, and digital content to advance client missions and visibility.
- Managed project budgets, timelines, and vendor relationships

MERIDIAN INTERNATIONAL CENTER

Digital Communications Fellow

Washington, DC

May 2017 – Jan 2018

- Produced and managed digital content, videos, and press materials for U.S. Department of State-sponsored diplomacy programs.
- Designed and executed social media campaigns to increase engagement and global visibility.

NIPPON TELEVISION

News Producer

Washington, DC

Jan 2014 – June 2016

Produced and coordinated international news coverage on U.S.–Asia relations, defense, and public affairs for one of Japan's largest commercial broadcast network.

- Researched policy developments, legislation, and foreign affairs topics to brief correspondents and editors ahead of deadlines.
- Wrote background summaries to support live and pre-recorded coverage.
- Coordinated interviews with U.S. government officials, policy experts, and community leaders
- Reviewed video footage, verified quotes, and fact-checked all segments to ensure accuracy and editorial integrity.
- Collaborated with technical teams to organize footage, update wire reports, and prepare content for daily newscasts and breaking news.
- Supported crisis coverage of international events, working under tight deadlines to synthesize updates from multiple agencies and sources.

JAPAN EXCHANGE AND TEACHING (JET) PROGRAM

Assistant Language Teacher / Program Advisor

Wakayama, Japan

May 2009 – May 2013

- Served as communications liaison and advisor for 40 international educators across 200 schools and 15 boards of education; provided cross-cultural training and professional development support.
- Led training and intercultural workshops to strengthen program collaboration and visibility.

EDUCATION

American University School of International Service | MA, **Intercultural and International Communication** | Aug 2018

University of California, Los Angeles | BA, **Economics, Japanese minor** | June 2009

TECHNICAL SKILLS

Copywriting | Media Relations Tools: Meltwater | Social Media Management: SocialPilot | Adobe Creative Suite | WordPress | Asana | Microsoft Teams | Canva | Constant Contact | Analytics & Reporting | SEO & SEM: Google Ads, Google Search Console, Google Analytics, Yoast | Blackbaud Raiser's Edge | FundraiseUp