

BEN HENRY

Storyteller. Content strategist. Brand developer. Comms unicorn.

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EXPERIENCE & ACCOMPLISHMENTS

A Way Home Washington

Interim Executive Director

October 2023–March 2024; Seattle, WA

A nonprofit with a mission to prevent and end youth and young adult homelessness. Key responsibilities and accomplishments:

- » **Budgeting:** Led the comprehensive multi-million-dollar budgeting process for 2024, ensuring fiscal responsibility and alignment with organizational goals.
- » **Leadership and Hiring:** Oversaw the hiring process as the hiring manager for two critical Director positions, strategically selecting key talent to drive organizational progress.
- » **Organizational Culture:** Established a new, positive, and approachable organizational culture by fostering collaboration, engagement, and partnerships with the Leadership Team, Staff, Fiscal Sponsor, and Advisory Board.
- » **Stakeholder Management:** Managed diverse relationships with external partners, the Advisory Board, and Staff, ensuring effective communication and collaboration across all levels.
- » **Strategic Planning:** Set clear organizational priorities for 2024.

Director of Strategic Communications

May 2022–present; Seattle, WA

As Head of Strategic Communications, I spearhead the development and execution of communication strategies to meet organizational objectives. I cultivate public and political support, fostering understanding and driving change initiatives. I build and maintain trust among diverse stakeholders, leveraging various media platforms, public engagement tactics, and community partnerships. Additionally, I serve as a member of the organization's Leadership Team.

- » **Department Infrastructure:** Built and leads a diverse team consisting of a StratComs Manager, a full-time Fellow, and multiple contractors encompassing roles such as writer/editor, generalist, video editor/producer, social media content creator, and graphic designer.
- » **Strategy:** Spearheads a strategic initiative to shift public perception on youth homelessness in Washington state. Leads the development of a comprehensive statewide narrative change strategy aimed at fostering belief in solvability and advocating for systemic change. Overseeing brand refresh and website relaunch in collaboration with two creative agencies.
- » **Crisis Communications:** Effectively managed public relations fallout from a data breach, mitigating its impact on the organization's reputation. Demonstrated expertise in crisis response by swiftly addressing initial news coverage and strategically crafting follow-up communications. Collaborated closely with communities to create a comprehensive suite of collateral, ensuring clear and reassuring messaging to address community concerns.
- » **Earned Media:** Manages successful media outreach campaigns resulting in significant placements in reputable outlets such as the Seattle Times (inclusive of an extensive profile and an op-ed), GeekWire (leading to a Geeks Give Back award), Crosscut, TVW's Inside Olympia, the Columbian (Vancouver, WA), and YakTriNews and KIMA (Yakima, WA). ▼

SKILLS & COMPETENCIES

Value Proposition

- » I am a dynamic professional with expertise in storytelling, visionary leadership, strategic communication, content creation, earned media, motivation, and relationship-building.

Communications

- » **Strategy:** Development and execution of organizational goals, user journeys, channels, tactics, and outcomes.
- » **Visual design:** Adobe InDesign, Photoshop, Illustrator; Canva
- » **Multimedia:** Final Cut Pro, Adobe Premiere, CapCut, Descript, Logic Pro, Anchor, Streamyard, OBS
- » **Digital media:** Loomly, Later, Facebook Ads, Google Ads, Google Analytics, Snapchat Ads
- » **Websites:** WordPress, CSS/HTML, Elementor, Divi, Brizy, Dreamweaver
- » **Writing, editing:** AP style
- » **Office:** Asana, ClickUp, Microsoft Office; Google Docs, Sheets, Slides, Forms; Google Drive
- » **Data:** Excel, Sheets, SPSS/PASW, R

EDUCATION

Daniel J. Evans School of Public Policy & Governance, University of Washington

Master's of Public Administration

September 2009–May 2012; Seattle, WA

- » Concentration in Leadership, Management, & Decision-Making
- » Nonprofit Management Certificate

Hawaii Pacific University

Bachelor's in Journalism

September 1996–May 2000; Honolulu, HI

EXPERIENCE & ACCOMPLISHMENTS, CONT'D

- » **Optimizing Channels and Content:** Drove a 64% increase in our mailing list since May 2022 through strategic content development and design enhancements for three newsletters. Initiated the launch of an Instagram profile and podcast, alongside the production of engaging virtual events titled “Nerds Ending Youth Homelessness” and “The Walla Walla Way.”
- » **Advocacy:** Pioneered advocacy efforts culminating in A Way Home’s inaugural Advocacy Day event in Olympia, resulting in the successful allocation of \$13 million by the state Legislature to fully fund our initiatives.

Social Venture Partners International

Director of Communications

July 2021–March 2022; Seattle, WA

SVP is a global philanthropic network of donors seeking to *reimagine giving* through systems change and centering community in grant-making.

- » **Strategy:** Developed brand voice, messaging, and storytelling campaigns to meet organizational goals.
- » **Digital infrastructure:** Built revamped suite of digital properties, including network and programmatic websites highlighting our *reimagine giving* initiative. Built Impact Report and Reimagine Fund minisites.

Ben Henry Associates

Principal & Owner

September 2019–July 2021; Seattle, WA

Public affairs consulting in organizational development, public policy, legislative affairs, and communications.

- » **Tenants Union of Washington:** Rebuilt Board of Directors and facilitated shift in leadership structure for the nonprofit. Developed refreshed brand guide.
- » **Together We Rise:** Led campaign to counter opposition in highly contentious political environment. Organized community groups for strategy convening. Organized press conference that garnered coverage by the Seattle Times.

APACE (501c4) and APACEvotes (501c3)

Interim Executive Director

April 2019–May 2019; Seattle, WA

Led APACE (Asian Pacific Americans for Civic Empowerment) on an interim basis to shepherd the organization through legislative session. APACE works to empower the diverse Asian American/Pacific Islander (AAPI) communities through civic engagement and political action.

- » **Passage of fair opportunity legislation:** Developed messaging and campaign strategy neutralizing vocal opposition to I-1000, which creates education and employment opportunities for diverse groups.

SEIU 775 Benefits Group

Communications Program Lead, New Initiatives

February 2016–January 2019; Seattle, WA

Developed and executed strategic plans for two dozen communications campaigns, while building a culture of measurable outcomes driving strategy. The Benefits Group is a nonprofit that delivers training, health, and retirement benefits to a 40,000+ workforce of in-home caregivers.

- » **Organizational branding:** Oversaw two phases of a rebranding and the budget as organizational brand manager. Managed creative agency and 8 vendors in normalization of a new organization name and logo, a shift in identity from training- and health-specific branding.

Alliance for a Just Society

Senior Policy Associate

July 2011–January 2016; Seattle, WA

Lead policy analyst for the Alliance, a national network of diverse NGOs.

- » **Job Gap Economic Prosperity Series:** Received more than 100 local media pick-ups across the country, from Florida to Maine to Montana to New York to Idaho. Oversaw expansion of the program, presenting living wage analyses nationally and growing from 5 states to 18.

UW Graduate & Professional Student Senate

Vice President

June 2010–June 2011; Seattle, WA

Directed external relations with state Legislature and appointed graduate student representatives to campus committees. GPSS is the student government for graduate/professional students at the University of Washington.

Kitsap Sun

Production Editor

April 2007–August 2009; Bremerton, WA

Honolulu Star-Bulletin (now Star-Advertiser)

Production Editor

June 2000–April 2007; Honolulu, HI

PUBLIC SERVICE / VOLUNTEER

- » **Equity Advisory Committee Member,** Puget Sound Regional Council November 2021–Present; Seattle, WA

PORTFOLIOS

- » **BenHenry.com**