

Deborah Coffy

Brooklyn, NY | deborahcoffy@gmail.com | <https://www.linkedin.com/in/deborahcoffy2021/> | [Portfolio](#)

Professional Summary

Mission-driven Communications Manager with 6+ years of experience leading nonprofit storytelling, digital engagement, fundraising communications, and community-centered campaigns. Skilled in managing social media platforms, creating compelling content, developing organizational collateral, and supporting development initiatives. Deeply committed to equity, educational opportunity, and amplifying diverse voices to drive social change.

Skills

Communications Strategy & Content Development | Social Media Management & Analytics (Instagram, Facebook, TikTok, LinkedIn, YouTube) | Storytelling, Interviewing, and Community-Centered Content Development | Email Marketing (Constant Contact, Mailchimp) | Website Content Management (WordPress, Squarespace) | Event Communications & Fundraising Support | Project Management (Asana, Monday.com, Google Workspace) | Graphic Design (Canva, Adobe InDesign) | Press Outreach & Story Pitching | Commitment to Diversity, Equity, and Inclusion

Tools: Adobe, Asana, Canva, Cast, Doodle, Dropbox, Eventbrite, GoDaddy, Google Workspace, InShot, Later, Loomly, MailChimp, Microsoft Office Suite, Monday.com, Qualtrics, VEED Captions, & WordPress

Professional Experience

*Digital Organizing Intern, **Reproductive Freedom for All*** Jan 2025- Present

- Wrote email and text scripts, managed 20+ web events via Control Shift and WordPress
- Updated and managed internal and external calendars for important dates and events for National and State chapters
- Co-led Black History Month National Storytelling event, virtually attended by 50+ people
- Designed branded one-pagers and organized toolkits for public-facing campaigns

*Communications Lead, **Floridians for Reproductive Freedom (FRF), Progress Florida*** Jan. 2025 - Present

- Led daily content creation, publishing, and moderation across Instagram, Threads, Facebook, TikTok, and Slack.
- Increased follower engagement by 17% through strategic content planning and social campaigns.
- Drafted toolkits, talking points, and action alerts to mobilize community members and voters
- Edited website content to ensure relevancy and alignment with organizational priorities

*Our Folks: Voices of LGBTQ+ Youth of Color Cohort, **Unite for Reproductive & Gender Equity***

- Ensured key branding, messaging, and style guidelines for Instagram Aug. 2024-Present
- Scheduled social media content on Instagram, focusing on reproductive justice
- Wrote blog posts 1-2 times a month regarding reproductive justice and intersecting identities
- Created the copy for social media content on Instagram

*Junior Advisory Board Member, **Black Girls Smile (BGS)*** Feb. 2024- Present

- Co-curated the first BGS zine, Melanin Euphoria, with two other JAB members
- Co-represented the junior advisory board during interactions with BGS staff
- Attended monthly meetings to discuss essential items and events regarding BGS
- Checked in members for events through Eventbrite, such as through Safe Space Saturdays

*Social Media Consultant, **Illinois Caucus of Adolescent Health (ICAH)*** Sep. 2024 - Apr. 2025

- Collaborated with Co-Director to brainstorm content on Instagram and Facebook
- Created short-form video content to promote ICAH events and mission
- Developed content educating followers on abortion, sex-ed, and other progressive ideas
- Increased account reach on Instagram by 184.8 percent

*Communications Intern, **National Domestic Violence Hotline***

- Wrote, updated, and identified evergreen social media content Sep. 2024 - Dec. 2024
- Created social media campaign reports for Loveisrespect & NDVH Instagram, Facebook, and TikTok
- Uploaded TikToks and Instagram Reels onto YouTube Shorts platform
- Replied to users on BlueFever with domestic violence and healthy relationship resources & support
- Provided website photos to increase SEO for blog posts

- Engagement Coordinator, Mobilize Black Campaign, Black in Repro (BIR)* Aug. 2024- Nov. 2024
- Co-coordinated weekly Mobilize Black Meetings and biweekly BIR meetings
 - Delegated communications, research, and policy tasks to 3 interns
 - Curated and created information for Mobilize Black and Black in Repro website
 - Developed graphics and materials for 6 Community Learning Circles and BIR events throughout the state
 - Reached 9.5K accounts between the months of August and November 2024
 - Managed Instagram posts, stories, and messages to share events and vision

- Project Coordinator, League of Women Voters of Orange County, FL* Jun. 2022-Nov. 2023
- Supervised 5+ communications interns through undergraduate institutions
 - Delegated tasks to 15+ committees for the general function and wellbeing for League
 - Posted social media content to followers; Facebook (4.3K), Instagram(1K), Twitter (1.1K), and LinkedIn (100+)
 - Provided administrative support to President, Executive Board, Board of Directors, and Committee Chairs
 - Liaised between state and county chapter regarding penitent information and updates

- Community Engagement Coordinator, Black Health Commission* Jan. 2023-Jun. 2023
- Planned, Facilitated, and Marketed monthly Village Talks
 - Utilized Mailchimp to send out emails 2-3x a week to 1000 subscribers regarding programming
 - Reached out to partner organizations and vendors regarding BLK Joy Fest and BLK on the Block Party
 - Organized Google Workspace, emails, and requests for Commission
 - Delegated creative tasks to Graphic Designer and Creative Lead
 - Posted content, videos, and events to followers on Facebook (1.2K), Instagram (12k+), & LinkedIn (450+)

- Communications Fellow, Black and Missing Foundation Inc.* Hyattsville, MD
Feb. 2023-Apr. 2023
- Sent emails to missing person's family members regarding case progress
 - Pitched missing person cases to news stations, newspapers, and radio stations in metropolitan areas
 - Acquired quotes for billboards in 16 cities for 15th anniversary campaign
 - Researched active and solved missing person cases to reflect recent information on website
 - Posted content to followers; 60,000+ on Instagram, 20,000+ on Twitter, and 220,000+ on Facebook

Research & Writing

- Communications Fellow, Community Change, ChangeWire* Jan. 2024-Dec. 2024
- Pitched articles to ChangeWire and similar publications
 - Wrote articles 1 to 3 times a month about social justice, politics, organizing, societal awareness, and more

- Staff Writer, Her Campus Media* Aug. 2018-Jan. 2022
- Pitched and researched articles about lifestyle, music, social issues, and politics
 - Drafted and wrote 21 articles for an online media outlet with an impression of 471,717 UVPM

- Staff Writer, Fashion Society—Escapism* Aug 2020-Dec. 2020
- Obtained 25 likes on the digital version of the magazine on the platform Issuu
 - Pitched, researched, and wrote "The Sims- Where Fashion Meets Gaming" and "The History of Ballroom"

Involvement

Advocates for Youth's Abortion Support Collective, Basically Wonderful Advisory Board, Brown Boi Project, Black LGBTQ Migrant Project, Dove Youth Board, eres., Euki, Queer Trans Project, Rhia Ventures, Southerners on New Ground, and Transgender Law Center

Education

University of Central Florida (UCF) Orlando, FL
Bachelor of Science in Psychology and Bachelor of Arts in Political Science
GPA: 3.9
Honors Undergraduate Thesis: "Decision-Making And Christianity: Black Queer Women's Mental Health"