**[Social Media Project Management](https://www.postjobfree.com/resume/ad1s8z/social-media-project-washington-dc)**

**Location:**Washington, DC

**Posted:**December 08, 2023

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**Resume:**

Robert N. Jacobs

Senior Communications Executive

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Summary

Accomplished, award-winning strategist, change agent, and leader in social media engagement, strategic and crisis communications, and innovative media development. Stellar written and verbal skills complemented with exceptional interpersonal strength lend to clear messaging, engaging presentations, and consensus with key stakeholders. Collaborative, pro-active leadership style inspires teams, fosters relationships, and negotiates partnerships. Ethics advocate promotes diversity, equity, and inclusion with sensitivity and integrity. Two-time Primetime Emmy Award winning producer. Qualifications Summary

Senior communication leader and subject matter expert with extensive experience advising executive leadership teams in all aspects of strategic communication, including crisis and issues management.

Proven success leveraging data-driven knowledge and insights to identify opportunities for operational improvement and drive change that increases efficiencies and meets financial and business goals.

Leads end-to-end creative process and project management including team building, budgeting, timeline development, and resourcing. Published author and editor with exceptional storytelling and written communication capabilities. Key Areas of Expertise

● Strategic Communications

● Crisis Management

● News Innovation Leadership

● Published Author & Editor

● Public Outreach

● Change Management

● Organizational Optimization

● Project Management

● Digital/Social Media Campaigns

● Automation Software & Systems

● Planning & Budgeting

● Data Analytics

● Television/Web Development

● Relationship Management

● Training & Mentoring

Career Experience

National Aeronautics and Space Administration (NASA), Washington, DC 2000 – Present

Director, History and Information Services (2022 – Present)

Deputy Associate Administrator for Media Operations and Technology (2021 – 2022)

Deputy Associate Administrator, Office of Communications (2007—2021)

Director, Division of News and Multi-Media Affairs (2002 -- 2007)

Chief of News and Information, Office of Public Affairs (2000 -- 2002) Active Security Clearance: TS/SCI (Current)

Advise and counsel senior leadership teams on all aspects of external and internal communications. Build and drive strategic communications planning and implementation. Lead transformation efforts supporting change management initiatives, mitigating risk, and ensuring smooth transition during administration shifts. Oversee project execution in collaboration with multiple cross-functional teams safeguarding project scope, budget, and timeline. Cultivate, update, and execute crisis/issues management plan and playbook. Leverage insights into data and analytics of messaging consistently identifying opportunities for improvement. Capture, preserve, and disseminate NASA’s historical information to multiple audiences. Engage and connect with key stakeholders delivering innovative digital and traditional communications tactics.

Spearheaded development and project management of highly recognized social media and external engagement initiatives.

Orchestrated four major redesigns of award-winning NASA website increasing traffic by 100%; achieved highest customer satisfaction rating of any government website and most commercial internet offerings.

Drove largest digital transformation of NASA’s multimedia assets in history.

Created and developed cutting-edge digital systems to collect, process, and distribute news and information.

Acknowledged subject matter expert and key spokesperson. P a g e 2 3

Additional Professional Experience:

Broadcast Technology Projects Manager, Associated Press (AP), Washington, DC 1996-2000 Developed and implemented the world’s most popular newsroom information system, ENPS. News Director, WREG-TV, Memphis, TN

Senior Producer, WTSP-TV, Tampa, FL

Reporter and Producer, WSMV-TV, Nashville, TN

Producer and Anchor, WHAS-TV, Louisville, KY

Radio Announcer, WMAK-AM/FM, Nashville, TN

Education

Master of Arts

Seton Hall University, South Orange, NJ

Bachelor of Science

Middle Tennessee State University, Murfreesboro, TN Publications

Astronaut’s Alphabet Book – Co-Author

2014

Hubble: A Journey Through Space and Time – Author, Editor 2010

Apollo: Through the Eyes of the Astronauts – Author, Editor 2009

America in Space: NASA’s First Fifty Years – Author, Editor 2007

Affiliations

Explorer’s Club, Fellow, Present

Academy of Television Arts & Sciences, Member, Present National Press Club, Member, Present

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AWARDS ADDENDUM

2022 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Best Overall Social Presence, Social Media

2020 National Space Club & Foundation

Press Award

2020 Webby Award – International Academy of Digital Arts and Sciences

Judges’ Award, Best Overall Social Presence, Social Media 2019 Primetime Emmy Award – Academy of Television Arts and Sciences

NASA and SpaceX, Outstanding Interactive Program

2019 Space Education and Inspiration Award

Federation of Galaxy Explorers

2019 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

Judges’ Award, Best Overall Social Presence, Social Media People's Voice Award, Best Overall Social Presence, Social Media

Judges’ Award, Corporate Communications, Social Media People’s Voice Award, Corporate Communications, Social Media

2018 NASA Distinguished Service Medal

2018 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

2017 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

Judges’ Award, Social Media

People's Voice Award, Social Media

2015 Presidential Rank Award

Meritorious Executive

2015 Rotary National Award for Space Achievement

Stellar Award, Orion Flight Test Communications and Public Outreach Team

2015 Douglas S. Murrow Award Public Outreach Award – Space Foundation

Orion Flight Test Communications and Public Outreach Team

2013 NASA Exceptional Service Medal

2013 Shorty Award

Best Government Twitter Feed

2013 Webby Award – International Academy of Digital Arts and Sciences

Government Honoree

2013 Ad Age Viral Video Award

Best Branded Physics Lesson, Angry Birds Space

2012 Webby Award – International Academy of Digital Arts and Sciences

Judges’ Award, Government

People's Voice Award, Government

2012 Douglas S. Murrow Award Public Outreach Award – Space Foundation

NASA Social Media Team

2012 Shorty Award

Best Government Twitter Feed

2011 NASA Exceptional Achievement Medal

2011 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

2010 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

2009 Primetime Emmy Award – Academy of Television Arts and Sciences

NASA Television, Philo T. Farnsworth Award

2009 Webby Award – International Academy of Digital Arts and Sciences

People's Voice Award, Government

2009 NASA Outstanding Leadership Medal

2008 Regional Emmy Award – Academy of Television Arts

& Sciences

NASA Television, Governors' Award

2005 NASA Exceptional Service Medal

2004 Government Solutions Pioneer Award

NASA Web Portal

2004 Rotary National Award for Space Achievement

Communicator of the Year, Space Shuttle Columbia

Accident, Civil Service/Contractor Team