

PATTY REINERT MASON

Washington, DC | 202.841.6139 | Patty.reinert@gmail.com | [linkedin.com/in/patty-mason](https://www.linkedin.com/in/patty-mason)

Award-winning journalist, author, and communications strategist with expertise in executive communications, brand-building, messaging, content strategy, and public relations. Excels at breaking down complex subject matter to deliver credible, meaningful, targeted communications that position organizations and their leaders for success.

EXPERIENCE

Senior Director, Strategic Communications, Jobs for the Future

Washington, DC (July 2022—Present)

- Built and lead a 10-member team responsible for branding, messaging, executive communications, public relations, fundraising and policy communications, and multimedia content strategy and execution.
- Increase CEO and executive visibility through speaking engagements, op-eds, and social media.
- Collaborate to refresh JFF's brand, launching a new website, messaging guidance and impact reporting.
- Serve as a member of the Big Ideas Group (BIG), Horizons Summit planning group, and Language Matters Working Group to develop organizational point of view on priority issues, plan a yearly conference and content platform, and continuously update people-first [language guidance](#).

Senior Director, Strategic Communications / Director of Content, Strada Education Network

Washington, DC (2018—2022)

- Developed organization-wide key messaging and thought leadership strategy, showcasing Strada's work to improve people's lives through stronger education-career connections. (Promoted from previous role as Director of Content.)
- Co-created and produced the "Lessons Earned" podcast in partnership with an external production company, featuring interviews with innovators and visionaries in the education-workforce field. [Lessonsearned.org](https://www.lessonsearned.org)
- Served on the Diversity, Equity, and Inclusion Working Group to evaluate and improve DEI practices.
- Partnered with communicators at peer organizations to create the Opportunity Communications Council, aligning education-workforce messaging to accelerate progress on shared goals. Published [Words of the Workforce](#).
- Collaborated with colleagues to launch a digital [impact report](#).

Director of Communications, Hobsons

Arlington, Virginia (2014—2018)

- Developed story ideas and drafted and edited op-eds for senior leaders, resulting in publication in the *New York Times*, *Washington Post*, *Forbes*, *Money*, *Huffington Post*, and *Education Week*.
- Collaborated with Brand/Design team to create a cohesive brand story for Hobsons and its major product lines.
- Recruited keynote speakers; drafted/edited presentations and content for national and international conferences.
- Launched and produced "[Upgraded by Hobsons](#)," an education podcast featured in iTunes' curated "New and Noteworthy" list and ranked among the top education podcasts on Stitcher.
- Collaborated with Information Technology and Human Resources colleagues to create the Hobsons Hub, a companywide intranet, to improve internal communication and teamwork.

Communications/Publications Director, Foundation for the National Archives

Washington, DC (2008—2014)

- Turned a struggling publications program into a profitable, award-winning one, serving as editor and project manager to publish more than a dozen books based on National Archives records. Authored two books.
- Directed media outreach to launch the 2013 opening of the David M. Rubenstein Gallery and "Records of Rights" exhibit at the National Archives Experience Museum; hosted a "Tweet Up" featuring journalist Cokie Roberts to promote the gallery on Twitter and Facebook. *Archivist's Award for Outstanding Achievement (2014)*
- Collaborated with DreamWorks' public relations team to publicize Steven Spielberg's acceptance of the 2013 Records of Achievement Award and to promote the Steven Spielberg Film Festival at the National Archives;

coordinated press logistics and served as on-site liaison for Spielberg and guests during gala and awards ceremony; assisted Gala Chair Ken Burns in developing award presentation program.

- To mark the 150th anniversary of the Emancipation Proclamation, engaged Congressman and civil rights leader John Lewis to write the introduction to a commemorative book and collaborated with Archives staff to create “An Evening with John Lewis,” featuring a book signing and conversation between Lewis and NPR’s Scott Simon. *Silver Anvil Award of Excellence, Public Relations Society of America (2012-13)*
- Edited and published “Eating with Uncle Sam,” an award-winning recipe book featuring favorites from the National Archives and Presidential Libraries, with a foreword by Chef José Andrés. (2011)

National Correspondent, The Houston Chronicle

Washington, DC (1999—2007)

- Led a reporting team covering the September 11 terrorist attacks on the World Trade Center. (2001)
- Covered press conferences at the White House and on the road with Presidents Clinton and Bush; reported from the campaign trail and political conventions in 2000 and 2004; traveled throughout Latin America on presidential visits; served as guest commentator on radio and TV, providing interviews in English and Spanish.
- Reported from Havana, Cuba, on former President Carter’s visit with Fidel Castro. (2002)
- Wrote stories from the U.S. Supreme Court and Capitol Hill. (2000-07)
- Promoted to National Desk after serving as Assistant State Editor in Houston (1995—1999), managing 11 reporters and writing “Final Decisions,” a Pulitzer Prize-nominated series on the allocation of human organs for transplant.

EDUCATION

Kansas State University, Manhattan, Kansas

Bachelor of Arts, Journalism and Mass Communications, cum laude, Phi Beta Kappa

Universidad Veracruzana, Xalapa, Veracruz, Mexico

Summer studies: Spanish Composition, Archeology of Mesoamerica

LANGUAGES

Native English speaker; proficient in Spanish

PUBLICATIONS

Authored:

The National Archives Building: Temple of American History

Exploring the history, architecture, and sculpture of John Russell Pope’s masterwork, the National Archives Building — home to the original Declaration of Independence, U.S. Constitution, and Bill of Rights. (Foundation for the National Archives 2009)

Eating with Uncle Sam: Recipes and Historical Bites from the National Archives

With an introduction by Chef José Andrés, this recipe book features 150 recipes from the Archives and its presidential libraries, including JFK’s favorite fish chowder, Laura Bush’s guacamole, and Queen Elizabeth II’s scones. (D Giles 2011)

NASA: 50 Years of Exploration and Discovery

Contributor to commemorative book marking the 50th anniversary of the U.S. space agency. (NASA 2007)

Edited:

Records of our National Life (2009)

Discovering the Civil War (2010)

Searching for the Seventies: The Documerica Photography Project (2013)

To the Brink: JFK and the Cuban Missile Crisis (2012)

Attachments: Faces and Stories from America’s Gates (2012)

Genealogy Tool Kit (2012)

What’s Cooking, Uncle Sam? (2011)

Emancipation Proclamation, with an introduction by Congressman and civil rights leader John Lewis (2012)

AWARDS

Archivist's Award for Outstanding Achievement (2014)

Awarded by Archivist of the United States David S. Ferriero, for "the creation and promotion of the David M. Rubenstein Gallery and the *Records of Rights* exhibition, National Archives Museum"

Public Relations Society of America Silver Anvil Award of Excellence (2013)

Forever Free: The 150th Anniversary of the Emancipation Proclamation, National Archives Museum

Washington Book Publishers' Book Design and Effectiveness Awards (2012)

First Place: *Eating with Uncle Sam: Recipes and Historical Bites*

American Graphic Design and Advertising Awards (2012)

Best of Category, Publications Design

Eating with Uncle Sam: Recipes and Historical Bites

Downtown DC Business Improvement District (2011)

Momentum Award, Downtown Experience

Collaboration with Chef José Andrés' America Eats Tavern restaurant supporting the *What's Cooking, Uncle Sam?* exhibit

Texas Associated Press Managing Editors Award (2004)

Columbia Space Shuttle accident and investigation, Houston Chronicle

Francis C. Moore, M.D. Medical Journalism Award (1998)

Final Decisions series, Houston Chronicle

Live & Then Give Award for Media Excellence (1998)

Final Decisions series, Houston Chronicle

Texas State Teachers Association Texas School Bell Award (1996)

To Teach and Serve, Houston Chronicle

Associated Press Mark Twain Award for Best Investigative Reporting (1993)

Who's Judging the Judges, The Daily Record, Baltimore, MD