

PATTY REINERT MASON

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

SENIOR COMMUNICATIONS AND CONTENT STRATEGY LEADER

Award-winning journalist, author, and strategic communications team leader with expertise in executive thought leadership, branding, messaging, content strategy, and media relations. Excels at transforming complex subject matter into engaging stories and targeted communications that convey organizational value and position leaders for success. Key skills include:

Strategic Communications | Content Strategy & Storytelling | Executive Thought Leadership | Brand Building | Messaging & Narrative Change | Donor Communications | Crisis Communications | Public Relations | Podcasting | Research, Writing & Editing | Event Planning & Marketing | Stakeholder Relationship Management | Budget Planning | Internal Communications | People Leadership, Training, & Mentoring | Change Management

EXPERIENCE

Jobs for the Future, Washington, DC

June 2022—January 2025

Senior Director, Strategic Communications

Built and led a 10-member team responsible for branding, messaging, executive communications, public relations, fundraising and policy communications, and multimedia content strategy and execution for a national, nonpartisan nonprofit focused on education and the workforce.

- **Strategic Communications:** Improved CEO and organizational visibility through speaking engagements, media relations, op-eds, marketing and advertising campaigns, and social media engagement.
- **Brand Strategy:** Partnered with editorial, design, and digital colleagues to refresh JFF's brand, launching a new website, updating messaging and point-of-view guidance, and creating compelling, data-informed narratives and visuals to drive transformation from a house of multiple competing brands to a cohesive, collaborative "One JFF" branded house.
- **Message Development:** Collaborated across the organization to refine enterprise-wide messaging and develop narratives and talking points for major announcements, including a North Star rollout and the launches of two new business units focused on career navigation and artificial intelligence, resulting in increased brand recognition, media coverage, and partner engagement and contributing to fundraising efforts that garnered more than \$50 million.
- **Quality Storytelling:** Consulted on video, podcast, print, digital, and social media content strategy, and collaborated to record, produce, and market an award-winning video series, building visibility of business unit leads and framing their work as a unified effort to reach our North Star goal. Led a cross-functional team gathering stories and impact data to produce a compelling annual report and other collaterals to support fundraising goals.
- **Event Planning:** Negotiated media sponsorships and collaborated to identify speakers, create on-site experiences, and market JFF's signature event as a member of the Horizons Summit planning group.
- **Training & Mentoring:** Developed people-first language guidance as a member of the [Language Matters](#) working group. Partnered with colleagues and external agencies to conduct staff and leadership training on brand stewardship, messaging, crisis communications, and media engagement.

Strada Education Network, Washington, DC

June 2018—June 2022

Senior Director, Strategic Communications / Director of Content

Developed messaging and thought leadership strategy promoting Strada's work to improve people's lives through stronger education-career connections and collaborated to produce high-quality content to build the brand. (Promoted from previous role as Director of Content.)

- **Podcast Strategy:** Partnered with an external production company and internal hosts to create, produce, and market the ["Lessons Earned" podcast](#), featuring interviews with innovators in the education-workforce field and drawing listeners in all 50 states and several countries.
- **Collaborative Leadership:** Joined forces with communications leaders at peer organizations to create the Opportunity Communications Council, resulting in better alignment of education and workforce messaging through the publication of ["Words of the Workforce"](#) and accelerating progress by collaborating instead of competing to achieve shared goals.
- **Internal Collaboration:** Engaged with colleagues across Strada to evaluate and improve inclusive, people-centered practices as a member of the Diversity, Equity, and Inclusion Working Group.
- **Impact Measurement and Storytelling:** Collaborated with colleagues to produce a digital [impact report](#).

Hobsons, Arlington, Virginia
Director of Communications

November 2014—February 2018

Led external communications, media relations, and content strategy to create a cohesive brand story for Hobsons and its major product lines, increasing the visibility and sales of a global education technology company.

- **Strategic Content Development:** 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*.
- **Brand Building:** Partnered with Design/User Experience team to create quality websites, digital newsletters, and email and social media marketing campaigns to build the brand and drive audiences from awareness to purchase.
- **Strategic Planning:** Recruited keynote speakers, drafted/edited presentations, and collaborated to produce quality videos, printed collaterals, and on-site activities to support national and international conferences.
- **Podcast Strategy:** Engaged with colleagues and external partners to produce "[Upgraded by Hobsons](#)," an education podcast featured in iTunes' curated "New and Noteworthy" list and ranked among top education podcasts on Stitcher.
- **Internal Communications:** Collaborated with Information Technology and Human Resources colleagues to create the Hobsons Hub, a companywide intranet, to improve internal information sharing, collaboration, and engagement.

Foundation for the National Archives, Washington, DC
Communications/Publications Director

March 2008—October 2014

Engaged influencers and media to promote the National Archives Museum and transformed a struggling publications program into a profitable, award-winning one, publishing multiple titles based on National Archives records.

- **Award-Winning Content:** Researched and authored two books—"The National Archives Building" and "Eating With Uncle Sam"—and served as editor, project manager, and publisher liaison to showcase the work of Archives experts through books on the Civil War, the Cuban Missile Crisis, immigration, and the Documerica photography collection.
- **Influencer Engagement:**
 - Enlisted Chef José Andrés to write the foreword to "Eating with Uncle Sam," an award-winning recipe book featuring favorites from the National Archives. Partnered with Archives colleagues, the Archivist of the United States, and Andrés to support the "What's Cooking, Uncle Sam?" museum exhibit through a pop-up restaurant, the America Eats Tavern—a partnership that also included Andrés joining the Archivist to ride on a float in the July 4th parade and to flip pancakes for children attending the National Archives Sleepover. The collaboration won the Momentum Award for Downtown Experience from the Downtown DC Business Improvement District (2011)
 - Engaged Congressman and civil rights leader John Lewis to mark the 150th anniversary of the Emancipation Proclamation by writing the introduction to a commemorative book. Collaborated with Archives staff to create "An Evening with John Lewis," featuring a book signing and conversation between Lewis and NPR's Scott Simon, winning the Silver Anvil Award of Excellence from the Public Relations Society of America (2012-13).
- **Strategic Event Planning:** Collaborated with DreamWorks' public relations team to publicize Steven Spielberg's acceptance of the 2013 Records of Achievement Award and to promote a 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.
- **Media Relations:** Directed media outreach to launch the 2013 opening of the David M. Rubenstein Gallery and "Records of Rights" exhibit at the National Archives Museum; hosted a "Tweet Up" featuring journalist Cokie Roberts to promote the gallery on Twitter and Facebook, earning the Archivist's Award for Outstanding Achievement (2014).

The Houston Chronicle, Washington, DC, and Houston, Texas
National Correspondent / Assistant State Editor

March 1995—November 2007

Led reporting teams and worked in high-pressure breaking news environments, including covering the September 11 terrorist attacks on New York's World Trade Center, the Columbia Space Shuttle explosion, high-profile murders, hate crimes, mass shootings, and catastrophic weather events.

- **Sense-Making:** Synthesized complex information and communicated effectively to diverse audiences through extensive reporting on national and international events, including White House press conferences, presidential trips, national campaigns and political conventions, and proceedings at the U.S. Supreme Court and on Capitol Hill.
- **Adaptability:** Traveled across the United States and throughout Latin America as part of the White House press corps, reporting on official visits by Presidents Bill Clinton and George W. Bush; served as guest radio and TV commentator, providing interviews in English and Spanish. Reported from Havana, Cuba, on former President turned human rights and housing advocate Jimmy Carter's visit with Fidel Castro.
- **Leadership & Mentorship:** Promoted to the National Desk in Washington after serving as Assistant State Editor in Houston (1995—1999), managing 11 reporters covering state government and breaking news events across Texas.
- **Award-Winning Content:** Reported and wrote high-quality Page One stories, including "Final Decisions," a Pulitzer Prize-nominated series explaining the national system that governs how human organs are procured, harvested, transported, and transplanted, featuring the stories of multiple donors and recipients, their families, and their doctors.

EDUCATION

Bachelor of Arts (BA), Journalism and Mass Communications, *cum laude*, Phi Beta Kappa
Kansas State University, Manhattan, Kansas

Summer studies: Spanish Composition, Archeology of Mesoamerica

Universidad Veracruzana, Xalapa, Veracruz, Mexico

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

Ragan Communications and PR Daily Video, Visual & Virtual Awards, 2025

Video series promoting Jobs for the Future's goal of seeing 75 million people working in quality jobs in 10 years.

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, Maryland