

Zuraidah Hoffman

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Experienced and Skilled Storyteller, Producer and Communications Leader

Experienced storyteller deeply motivated to connect with people of all backgrounds and improve their lives through strategic use of communication tools and strategies. Proven record of leading projects through the full lifecycle, from brainstorming to the delivery of timely, high-quality content.

Core Skills

- **Strategic Communications** ~ In-depth experience planning and executing long-term strategies while diplomatically advising and sharing knowledge with internal leadership and key external stakeholders.
- **Public Relations** ~ Skilled in humanizing technical issues to build and engage audiences.
- **High-Quality Writing, Multimedia and Video Production** ~ Creative content producer with 20 years experience in both written and visual media.
- **Global Perspective** ~ A leader and facilitator in international communications efforts. Fluent in English, Bahasa Malaysia, and Bahasa Indonesia; Basic French and Spanish. Professional/work travel includes Bangladesh, Ethiopia, Uganda, Liberia, Tanzania, Bolivia, Guatemala, Haiti, Brussels and France.
- **Technical & Social Media Skills** ~ *Advanced Microsoft Office Suite, WordPress, Adobe Creative Suite, Canva, Google Analytics, Adestra, MailChimp, Facebook, Twitter, Instagram, and Snapchat*

Professional Experience

PRODUCER, STORYTELLER AND COMMUNICATIONS LEADER, Washington, DC Metro 2019 – present
After 20+ years, *still* passionate about telling stories that can impact and change lives.

Clients and projects include:

NRECA International, Washington DC

Communications Consultant, 2019 - present

Producer, director and writer for *Electricity for Maji* a multimedia story about a remote and isolated community in Ethiopia that is establishing an electric cooperative and receiving reliable electricity for the first time. The story won a gold in the 2020 Hermes Creative Awards.

International Cooperative Alliance, Brussels

Interim Communications Director, March 2020 – September 2020

ICA World Cooperative Congress Communications Manager, October 2020 – December 2021

Friends of Guest House, Alexandria, Virginia

Producer, Director and Editor for *Slice of Life* an inspiring story of women overcoming struggles to reenter society after incarceration.

NATIONAL RURAL ELECTRIC COOPERATIVE ASSOCIATION, Arlington, VA 2011–2019

Senior Communications Manager, NRECA International | 2013–2019

Selected by the new leadership to oversee communications, strengthen ties with key stakeholders, and promote efforts to increase worldwide access to affordable electricity.

- Collaborate with international organizations, including the U.S. Agency for International Development (USAID), the World Bank, and the U.S. Global Leadership Coalition, to secure funding and legislative support for rural electrification initiatives. Developed and executed community outreach plans in Ethiopia, Haiti, Uganda and Liberia.
- Contributed to \$1 million increase in donations by relaunching and rebranding the annual fundraising campaign, *It Starts with Power*. Managed and produced all related publications, artwork, and photography for the website, annual meeting, and association conferences.
- Supported efforts to raise \$300K in eight months and recruit 15 volunteer linemen for an electrification project in Bolivia. Created a communications strategy around the story of Isabel, a nurse who needed electricity to better serve her community.

- Boosted visibility and strengthened partnerships with key stakeholders following the U.S. presidential election in 2016. Arranged for USAID officials to visit U.S. co-ops to understand methods for establishing and operating co-ops in rural areas. Identified and secured locations and speakers, then facilitated media photo opportunities and social media promotion.
- Delivered speeches to large audiences, including an address to 10K attendees at the association's 2017 annual conference, and an address on international community service to 2K high school students in a leadership program.

Senior Investment Communications Advisor, NRECA | 2011–2013

Hired to promote the importance of retirement planning to member electric co-ops serving more than 60K participants, with assets of more than \$6 billion.

- Collaborated with investment management and financial advisor teams to produce print and multimedia collateral supporting the organization's mission.
- Successfully executed communications campaigns to feature new and existing products and services.
- Editor for *Financial Power*, a quarterly newsletter on retirement savings and financial planning.

ZURAIDAH HOFFMAN, LLC

Communications Strategy Consultant

2005–2011

Work included the following Washington, DC area organizations and roles:

The Food Allergy & Anaphylaxis Network, Fairfax, VA | Aug. 2005–Jan. 2006

- Successfully executed a PR campaign for a grassroots effort that brought 70 children and their families from 30 states to lobby for the Food Allergy and Anaphylaxis Management Act. The bill was signed into law, requiring the federal government to create food allergy management guidelines for schools.

National Cancer Research Institute, Frederick, MD (operated by SAIC Frederick) | 2005–2010

Video Producer, Director, Writer and Narrator

- *The Advanced Technology Program: Success Stories*. This award-winning video highlights the program's cutting-edge technology that supports scientists around the world.
- *Science of the Small: Nanotechnology*. A story of the Nanotechnology Characterization Lab's popular and insightful protocols used by scientists and students.

Asante Mariamu, Arlington, VA | 2010–2015

Director of Communications (volunteer) and Board Member for a global, grassroots organization dedicated to increasing awareness of mortal threats to people living with albinism in East Africa.

- Created and launched a communications and outreach initiative in the U.S. and Tanzania to build interest, awareness, and support for the issue.
- Produced 5 radio spots in Swahili that aired in rural Western Tanzania to raise awareness and launch the first Albinism Awareness Day.

SCIENCE APPLICATIONS INTERNATIONAL CORP. (SAIC), Mclean, VA

1996–2005

AVP, Director for Public Affairs, Washington Operations | 2001–2005

Public Affairs Specialist | 1996–2001

- Led all Washington, DC area public relations, media relations and communications activities for Fortune 500® corporation. Managed, crafted, and maintained consistent messaging across the CEO's office, government relations staff, board members, and executive staff.

Education

Bachelor of Arts in Journalism | The George Washington University, Washington, DC