

Jaime K. Lee

EXPERIENCE

Senior Communications Manager, Executive & Digital Strategies American Heart Association, Office of the CEO

January 2022-Present
Dallas, Texas (Remote)

- Responsible for executive digital communications for the world's oldest and largest health organization, powered by more than 40 million volunteers and 2,800-plus employees
- Elevate executive voice and thought leadership through social media presence and engagement
- Received Bronze Award in the 2023 Digital Health Awards Social Media Category
- Collaborate with internal and external stakeholders to plan and support initiatives
- Generate weekly, monthly, quarterly and annual engagement metrics reports
- Project manager and director for the AHA's annual National Volunteer Awards event and promotion. In 2023, the event comprised 75 digital assets, 20 live feeds, and an internal team of 70 staff across the organization from editorial, art, design, production, influencer marketing, executive communications, and masterbrand.
- Oversee video production, including scripting, storyboarding, editing and delivery

Director of Advocacy Communications Texas Realtors

January 2020-December 2021
Austin, Texas

- Developed and implemented communications strategy for statewide association representing 140,000+ members, reaching audiences through various channels, including earned media, social media, and production of print, digital, and video assets
- Managed statewide consumer education campaigns to raise awareness of priority issues
- Served as media contact and maintained diverse expert list for media inquiries
- Drafted press releases, disseminated to media contact list and served as point of contact
- Produced live and virtual events, including annual Conference, Orientation, and webinars
- Instructed continuing education classes, including Spokesperson Training and leadership training
- Appointed to national Consumer Advocacy Outreach Advisory Board overseeing \$750,000 in grants

Governmental Affairs Communications Manager Texas Realtors

May 2016-January 2020
Austin, Texas

- Directed editorial content and design for monthly magazine and annual external-facing publications
- Produced consumer-facing policy explainer video series and monthly video newsletters
- Drafted legislative testimony for association leadership
- Produced division's bi-annual Executive Board Report and end-of-year CEO Report
- Wrote and disseminated press releases promoting organization news and research
- Developed, designed, storyboarded, wrote and produced video series

Social Media Editor Texas Realtors

March 2015-May 2016
Austin, Texas

- Wrote monthly consumer advice blog posts for homebuyers, sellers and renters
- Drove audience engagement across branded channels as first-ever social media editor
- Used listening tools to identify engagement opportunities and thought leaders
- Tracked metrics for organic and paid content to targeted audiences

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- Advised association leaders and trained staff on social media best practices and usage policy
- Nominated for a 2015 *Austin American-Statesman* Social Media Award

Assistant Editor Texas Realtors

October 2011-March 2015
Austin, Texas

- Wrote and edited content for monthly magazine, event programs, newsletters, and consumer blog
- Drafted outreach accompanying monthly and quarterly consumer reports covering various markets and real estate specialties
- Managed website content using Wordpress and plugins
- Produced weekly membership newsletter to 140,000 recipients and internal newsletter

Founding Editor/Reporter *Community Impact Newspaper*

April-September 2011
San Marcos, Texas

- Launched tri-city monthly newspaper with 50,000+ distribution audience
- Editorial oversight duties included content planning, and managing freelancers and interns
- Managed website and social media presence from launch, generating steady growth

EDUCATION

- **Master of Arts in Mass Communication**, Texas State University
- **Bachelor of Arts in English**, Texas State University

AFFILIATIONS

- Women Communicators of Austin: 2016-Present; Event Planning and Philanthropy Committees
- Friends of the Buda Library: Vice President, 2023; Communications Committee, 2019-Present
- Public Relations Society of America: Member 2016-Present
- International Association of Business Communicators: Member 2016-Present