

Ginger Espinoza

Communications Specialist | Marketing & Content Strategy

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Portfolio: <https://www.gingerespinoza.design> | Photography: <https://gingerespinoza.com>

SUMMARY

Nonprofit-focused Communications Specialist with 9+ years in marketing, PR, and project management. Specialized in community outreach, donor relations, and visual storytelling. Designed and launched initiatives that increased digital engagement and strengthened stakeholder connections across senior living, educational, and arts organizations.

PROFESSIONAL EXPERIENCE

Founder & Creative Director

January 2024 – Present

MIDNIGHT REPOSITORY STUDIOS, SEASIDE, CA

- Generated average \$2,500 in sales per 90 days via social media posts and TikTok Shop, eBay, Poshmark, and Depop for vintage e-commerce brand.
- Coordinate visual branding and content strategy to drive community outreach and engage sustainable fashion audiences through mission-driven messaging.
- Organize product lifecycles and performance analytics to optimize conversion rates and streamline internal communication tracking.
- Compose trend-informed social media content that aligns with brand identity and supports long-term development goals.

Communications Specialist & Public Relations

August 2024 – August 2025

DEL MESA CARMEL 55+ ACTIVE SENIOR LIVING COMMUNITY, CARMEL VALLEY, CA

- Redesigned entire website end-to-end as sole communications lead, integrating custom photography, hyperlinks, UX/UI improvements, and donor-focused content strategy; drove 70% increase in digital engagement.
- Managed communications for 600+ stakeholders across emergency notifications, resident updates, and administrative oversight via multiple channels.
- Orchestrated 200+ Zoom board meetings; maintained 95% attendance through strategic scheduling and stakeholder management.
- Produced mission-driven video content for fundraising campaigns, managing production end-to-end from scripting through final edit.
- Composed targeted email campaigns and newsletters using Wix, Microsoft Word, and Excel; tracked engagement metrics to optimize reach.
- Coordinated large-scale infrastructure communications and emergency notifications; minimized escalations through proactive, timely outreach.

Visual Arts Teacher

August 2023 – July 2024

MONTEREY HIGH SCHOOL, MONTEREY, CA

- Taught 100+ students design; 80% mastered rendering via visual cues and grid method; 100% learned color theory via gouache mixing.
- Organized lesson plans and curriculum standards to ensure educational compliance and support for diverse learning needs, including special education students.
- Coordinated student portfolio development for competitions, acting as a mentor to advocate for youth achievement in the visual arts.

Marketing Manager & Social Media Content Creator

March 2022 – July 2023

RICHARD MACDONALD STUDIOS, MONTEREY, CA

- Executed digital marketing across website, email, and YouTube; drove 75% increase in social media retention and inquiry.
- Produced commercial photography and cinematography for marketing campaigns, supporting nonprofit-adjacent donor relations and outreach efforts.
- Organized and negotiated contracts with external vendors, maintaining administrative oversight of budgets and project timelines.

Faculty Associate – Research Multimedia

August 2020 – January 2022

NAVAL POSTGRADUATE SCHOOL, MONTEREY, CA

- Composed the Crew Endurance Handbook for Navy leadership, translating complex research data into a formal, accessible publication for mission readiness.
- Executed high-quality visual assets for research publications, significantly increasing community outreach and accessibility of institutional findings.
- Organized and maintained a complex digital library of multimedia assets, facilitating reliable administrative oversight for ongoing institutional projects.

Multimedia Specialist

February 2015 – August 2020

DEFENSE LANGUAGE INSTITUTE / JTG, INC., MONTEREY, CA

- Created graphics, videos, and animations for foreign language courses; illustrations increased student interest and engagement with textbook material.
- Organized digital assets and led virtual collaboration across remote production teams, ensuring project management targets were met for critical deadlines.
- Coordinated with language professors and subject-matter experts to compose audio/video lessons for asynchronous global distribution.

EDUCATION

Bachelor of Arts in Art — Major: Design & Painting | Minor: Psychology

2008

CAMERON UNIVERSITY, LAWTON, OK

SKILLS

Core Communications & Development:	Project Management, Public Relations, Marketing Strategy, Nonprofit Development, Donor Relations, Community Outreach, Stakeholder Management, Newsletter Design, Emergency Communications Software
Administrative & Technical Tools:	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects), Microsoft Office (PowerPoint, Word, Excel), Wix, Zoom, SEO Optimization
Creative & Multimedia Production:	Graphic Design, Social Media Management, Video Production & Editing, Photography, Motion Graphics, Visual Storytelling, Content Strategy
Event & Operational Oversight:	Event Planning, Contract Negotiation, Brand Development, Performance Reporting, Remote Team Leadership