

JASON ROST

Senior Communications Strategist

(613) 809-8136 • jwrost@gmail.com • linkedin.com/in/jason-rost • Ottawa, ON

Summary

Senior Communications Strategist with **10+ years of experience** driving engagement and impact across enterprise, agency, and non-profit sectors. I lead **communication strategy**, crafting content that spans creative campaigns to technical documentation, developing successful proposals, managing reputation and thought leadership, and uniting **cross-functional teams** to deliver results through clear, **compelling messaging**.

Experience

Launch & Prosper Consulting Group

Huntsville, ON (Remote)

Senior Communications Strategist

03/2024 - Present

Launch & Prosper is a boutique consulting firm supporting small and mid-sized businesses, nonprofits, and startups across Canada with strategy, communications, and business development.

- Lead the planning and execution of integrated communication strategies for clients across diverse industries including healthcare, education, housing, technology, nonprofit, and tourism.
- Develop proposals, internal policies, investor materials, and knowledge hub content that support operations, funding readiness, and thought leadership.
- Advise CEOs, Executive Directors, and Founders on communication approaches that align with business growth, stakeholder engagement, and organizational clarity.
- Manage a team of five content and marketing specialists, driving a 20 percent increase in client engagement through audience-focused, data-informed execution.
- Oversee brand messaging, website content, SEO, and digital campaigns, contributing to increased visibility and improved stakeholder alignment.
- Lead media and public relations strategies that boosted positive coverage by 40 percent and secured three new investor partnerships, resulting in a 15 percent increase in investment capital.

TRAFFIX Logistics

Milton, ON (Remote)

Communications & Event Specialist

07/2022 - 01/2024

TRAFFIX is a \$1B North American third-party logistics provider offering freight brokerage, supply chain solutions, and managed transportation services.

- Designed and implemented B2B communication strategies informed by market research, resulting in a 30 percent increase in media coverage and brand visibility in the logistics sector.
- Led internal communication programs for over 700 global employees, boosting engagement by 20 percent through clear messaging around performance data, company initiatives, and culture.
- Developed executive presentations and talking points for leadership summits and industry events, ensuring consistent and compelling messaging across senior communications.
- Spearheaded the first TRAFFIX Leadership Conference, integrating creative event strategies that elevated brand positioning and contributed to revenue growth.
- Managed national trade show logistics, marketing collateral, and staff coordination, increasing booth traffic by 17 percent and generating over \$500,000 in new business leads.
- Directed crisis communications during operational disruptions, maintaining staff morale and stakeholder confidence through transparent and timely updates.

Union Settlement Association

New York, NY

Manager, Communications & Events

08/2017 - 07/2022

Union Settlement is a 130-year-old nonprofit serving the East Harlem neighbourhood in NYC through education, workforce development, mental health services, and community engagement initiatives.

- Led digital and print communications strategies to improve brand visibility and sentiment, achieving a 35 percent increase in engagement and a 40 percent boost in positive public perception.
- Directed high-impact campaigns for milestone events, including the 125th anniversary fundraising initiative, surpassing the \$5 million goal with a 25 percent year-over-year fundraising increase.
- Enhanced email marketing performance by 45 percent through audience segmentation, message testing, and targeted content strategies.
- Collaborated with the executive team to craft internal communications during organizational change and public scrutiny, fostering transparency and resilience among staff.
- Developed messaging and media materials to support public relations efforts and donor engagement. Also contributed to advocacy initiatives that helped expand community awareness and support.
- Managed all aspects of event communications, from planning to execution, ensuring alignment with fundraising, branding, and strategic goals.

Experience

Mint Theater Company

New York, NY

Associate Producer, Marketing & Communications

03/2016 - 08/2017

Critically acclaimed Off-Broadway company with a 30-year history of reviving lost plays of literary and cultural significance. In addition to theatrical productions, Mint leads educational and philanthropic initiatives and publishes plays.

- Managed a patron database of 90,000 and executed targeted marketing campaigns, increasing ticket sales by 18 percent and surpassing annual revenue goals.
- Directed media relations, earning press coverage in major national outlets and strengthening the company's critical and public profile.
- Led planning and promotion for annual fundraising galas, resulting in a \$20,000 increase in contributions over previous years.
- Developed digital engagement strategies that boosted social media followers by 50 percent and elevated the company's visibility across platforms.

Education

McGill University

Montreal, QC

Postgraduate Diploma in Communications & Public Relations Management

2022

Brooklyn College

Brooklyn, NY

Master of Fine Arts

2013

- (MFA) in Arts Administration & Directing

Southern Illinois University Carbondale

Carbondale, IL

Bachelor of Arts (BA)

2007

- Theatre and Film Studies

University of California, Davis

Online

Search Engine Optimization (SEO) Specialization

2023

Community Work

Kids Up Front Ottawa

Director, Board of Directors

2022 - Present

Kids Up Front Ottawa is the local chapter of a national charity providing children and families in need with access to arts, culture, and sporting events, building inclusion and community. As a Board Member, I focus on strategic communications and public relations to amplify mission impact.

Additional Experience

- **Account Manager**, CDW – Delivered B2B technology sales and client support in a high-volume enterprise environment.
- **Creative Assistant**, American Greetings Corporation – Supported design and production of greeting cards and product lines.
- **Association Assistant**, SmithBucklin – Coordinated membership communications and events for national nonprofit associations.

Languages

English Native ●●●●●

French Beginner ●●●●●

Core Competencies

Communication Strategy, Content Development, Grant and RFP Writing, Stakeholder Engagement, Public Policy, Event Planning, SEO

Tools & Platforms

Adobe CC · Canva · WordPress · Squarespace · HubSpot · Salesforce · Google Analytics · Mailchimp · Slack · Asana · Trello · Basecamp · Microsoft Teams · Raiser's Edge · AI Tools · ChatGPT · Grammarly