

MATTIE J. BIEBERLY

Kansas City, MO (Open to Remote)

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SOCIAL MEDIA & DIGITAL COMMUNICATIONS SPECIALIST

Social media and digital communications professional with 3+ years of hands-on experience managing accounts for nonprofits and educational organizations. Strong background in content creation, audience engagement, analytics-informed strategy, and mission-driven storytelling. Combines research rigor with creative execution to build trust, grow audiences, and support fundraising and advocacy goals.

PROFESSIONAL EXPERIENCE

Bishop Ward High School – Kansas City, KS

Social Media & Digital Strategist Manager | July 2022 – Present

- Manage and grow Instagram, Facebook, and LinkedIn.
 - Fostered growth by over 150% since July 2022 across all platforms
 - Developing weekly content calendars and branded visuals
 - Maintaining a consistent brand voice and constantly adapting content to platform-specific best practices
- Supporting fundraising and donor events generating \$300K+ annually through event planning, coordination, and execution.
- Communicating with 10-20 donors per week and managing a portfolio of 50+ supporters.

The Youth Sexpert (YSP) Program – New York, NY

Director of Communications (Remote) | February 2023 – December 2025

- Led social media strategy for Instagram, Facebook, and LinkedIn, focusing on youth education and advocacy.
- Built and designed curriculum-aligned content for youth ages 14-18 with an emphasis on engagement and clarity.
- Conducted discovery interviews and outreach to expand partnerships and audience reach.
- Researched emerging sex education studies and translated findings into accessible digital content.

Freelance – Remote

Digital Media Writer & Content Creator | February 2023 – Present

- Published content across multiple outlets (ParentingPatch, *OpalAge*, *Hi Femme*) focused on sexual health, parenting, and advocacy.
- Combine academic-level research with SEO-conscious digital storytelling to engage a larger audience.
- Produce both written and visual content designed for personal and mass distribution.

Veterans of Foreign Wars (VFW) – Kansas City, MO

Production Coordinator | January 2022 – July 2022

- Coordinated and executed over 20+ direct-mail fundraising projects simultaneously across departments.
- Aggregated and summarized congressional responses related to veteran legislation (2021-2022).
- Supported internal communications and reporting initiatives.

EDUCATION

University of Chicago – Chicago, IL

Master of Arts, International Relations | December 2020

University of Kansas – Chicago, IL

Bachelor of Arts, Political Science & History (Honors) | May 2018

Minor: Middle Eastern Studies

CORE SKILLS

Social Media: Content calendars, short-form video, copywriting, platform growth, analytics, community management

Tools: Canva, Adobe Creative Suite, WordPress, Meta Business Suite, MS 365, R, SPSS

Marketing & Comms: SEO basics, brand voice, digital campaigns, email & donor communications

Research & Strategy: Qualitative and quantitative research, content analysis, reporting, public policy, social impact

Other: Project management, cross-functional collaboration, stakeholder outreach, Arabic language proficiency