

Naomi D. Ritter, MA

MARKETING STRATEGIST AND BRAND STORYTELLER

CONTACT DETAILS

C: (412) 519 8299 / E: naomi@thefinesseinstitute.com / www.thefinesseinstitute.com



TO WHOM THIS MAY CONCERN,

My name is Naomi Ritter and I am a visual storyteller and coalition builder who works with creatives, community organizations, and government stakeholders on a regular basis to design and grow brands, networks, and experiences. I started my career as a creative writer who evolved into a policy research writer, marketing strategist, and professional development consultant. I graduated from Duquesne University with a Bachelor's Degree in Political Science and Rhetoric, specializing in Integrated Marketing Communications in 2010. During this time, I served as the President of the Theta Chapter of Delta Sigma Theta Sorority, Inc., the President of Ebony Women: Women for Social Change, the Vice President of the NAACP, as well as an active participant in the Black Student Union. Upon my matriculation, I pursued a graduate degree in Social and Public Policy, with a concentration in Policy Analysis and Administration. As a graduate student, I enjoyed courses such as International Negotiation, Quantitative Analysis, and Professional Writing. My academic thesis paper focused on the disproportionate number of Black women in managerial/leadership positions.

After completing my graduate degree, I worked for Penn State University as a Program Manager for three years, managing a youth development program that focused on STEM, workforce development, job placement, and mentoring for Black and Brown high school students. During this time I created and implemented the curriculum for the program, established relationships with professionals to support the program participants, tracked and presented outcomes, and edited/updated the program expectations to achieve deliverables in alignment with the University's larger goals. Once transitioning away from my position at Penn State, I started my own marketing, branding, and advertising company, The Finesse Institute, through which I developed relationships with organizations such as [Pittsburgh Playwrights Theater](#), [UrbanKind Institute](#), [the Women & Girl's Foundation](#), [the Alliance for Police Accountability](#), and [the Lower Hill Redevelopment](#) in Pittsburgh, PA. These experiences allowed me to provide marketing strategy and event planning for a range of professionals including but not limited to: professional artists and playwrights, criminal justice organizers, environmental justice advocates, and food access programs for minority communities.

In my current role, I serve as a Campaign Coordinator for a city council member in East Flatbush, Brooklyn, NY. In this role, I am responsible for scheduling and coordinating with community members, partners and stakeholders. I am also responsible for creating/maintaining the brand story for the election. In my role of Director of Community Affairs, Programs, and Communications, for [Assemblymember Brian Cunningham](#) and I organized special events, establishing relationships with stakeholders, creating marketing materials to promote our office's outreach activities, and developing and maintaining a communications strategy to benefit the constituents in Assembly District 43.

I appreciate the time you have taken to review my cover letter and consider me for your employment within your organization. I look forward to talking with you further and expanding my realm of experience with another opportunity to be a public servant.

Should you have any questions, feel free to contact me at the above address.

Yours in Service,

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RELEVANT SKILLS

- Special Event Planning
- Brand Development
- Digital Marketing
- Market Research
- Ad Placement
- Email Marketing
- Professional Writing
- Press & Media Relations
- Strategic Planning
- Creative Direction

PROFESSIONAL ORGANIZATIONS

Duquesne University

Black Alumni Network

Communications Committee
Chair, 2023

EDUCATION

Duquesne University

Master of Arts
Social & Public Policy, 2014-2017
Concentration in Policy Analysis & Administration

Duquesne University

Bachelor of Arts
Political Science & Rhetoric,
2010-2014
Concentration in Integrated Marketing Communications
- President, Theta Chapter, Delta Sigma Theta Sorority, Inc.
- President, Ebony Women: Women for Social Change
- Vice President, NAACP, Duquesne Chapter

MY PORTFOLIO
<https://bit.ly/3Du71Jw>



RECENT WORK EXPERIENCE (2017-CURRENT)

Friends of Farah Louis

Communications & Volunteer Manager, February 2023 - Present

Planning, managing and executing on the communications strategy fully integrated marketing campaigns

- Managing communications in line with campaign plans (timeline, deliverables, resources/vendors and budget)
- Liaising with agencies to produce high quality communications assets including but not limited to articles, videos, presentations and associated emails and digital promotions
- Recruit and manage campaign volunteers, scheduling
- Liaising with internal teams (content, digital, experiences, services, industry, etc.) and stakeholders to ensure alignment with campaign communications plan and compliance with brand guidelines
- Identifying opportunities to elevate and/or amplify communications by researching the latest industry trends
- Introducing new communications tactics through competitive research
- Identifying opportunities for process enhancements

New York State Assembly

Director of Community Affairs, Programs, and Communications, April 2022-February 2023

Grow and maintain strategic partnerships with community members and government officials, develop and promote community programs and special events that are unique, civic minded, and center the needs of the larger community. Currently serving as the external special projects manager for the 43rd District Assembly Member in Brooklyn, NY.

- Lead Events Strategy from start to finish
- Create and Maintain Strategic Partnerships
- Plan Effective Messaging Strategies for Diverse Audiences
- Development and Implementation to diverse Marketing channels

The Finesse Institute, LLC

President & CEO, 2017-Present

Develop marketing and advertising strategy that results in increased social media followers, broader profit margins, and innovative, quarterly engagement goals for nonprofit and for profit businesses. Audience feedback informs our process.

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- President, Ebony Women: Women for Social Change

- Vice President, NAACP, Duquesne Chapter

MY PORTFOLIO

<https://bit.ly/3Du7lJw>



RECENT WORK EXPERIENCE (2017-CURRENT)

The Finesse Institute, LLC

President & CEO, July 2017-Present

Develop marketing and advertising strategies that result in increased social media followers, broader profit margins, and innovative, quarterly engagement goals for nonprofits and for profit businesses. Audience feedback informs our process. Clients include the Pittsburgh Penguins, Women & Girls Foundation, Pittsburgh Playwrights Theater, POISE Foundation, Lower Hill Redevelopment Project, etc. Skills utilized include:

- Market research
- Annual/Quarterly marketing strategy
- SEO/Analytics tracking
- Graphic Design
- Website Design
- Social Media Management

EAT Initiative/Eminent Hospitality

Director of Marketing, July 2017-December 2022

Oversee all Marketing Planning & Execution strategies. Be accountable for the development, management, execution and measurement of all aspects of the marketing/branding strategies to include, but not limited to: Positioning, Marketing Budgets, Social Media, Websites, Advertising, Collateral, and Content. All efforts should be focused on maximizing performance.

Alliance for Police Accountability

Digital Organizer, January 2022-March 2022

- Create compelling graphics and videos for social posts, online ads, email blasts, etc.

-Test, setup, and train staff/supporters to use texting, relational organizing, online advocacy, and other software tools for organizing.

-Manage data and tracking systems

UrbanKind Institute

Brand Manager, 2019-2022

Responsible for understanding what makes our target audience tick, and for developing marketing campaigns that position our brand according to those motivators. These marketing campaigns will not only drive customer engagement, but will further define our brand's reputation and image in relation to the market.