
J. GORDON WRIGHT

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Profile

Nonprofit communications executive with more than two decades of experience in the education and philanthropic sectors. Strong strategic sense anchored in skilled storytelling. Expert writer and editor. Experienced manager of diverse, high-performing teams. Content expertise in digital media tools and best practices, as well as K-12 education policy, early child development and higher education.

Relevant Experience

Chief Program Officer, brightbeam (2019-Present)

Acting Executive Director, Education Post (2018-19)

Deputy Executive Director (2017-18)

Director of Digital Media (2014-17)

Brightbeam (formerly Education Post) is an education advocacy nonprofit that supports and amplifies authentic voices advocating for equity and reform—including parents, teachers and students. After serving as the interim executive director, I now oversee all of our programmatic work, including editorial content, web platforms, policy partnerships, and our coaching and support of grassroots education activists. We work with parents, teachers, students and community advocates to tell their stories and create impactful campaigns to broadcast their message and achieve policy goals at the local level and national level.

HIGHLIGHTS Founding team member • Built network of 20+ media platforms now garnering more than 7 million views annually • Scaled and manage team of 9 FTEs • Expertise in partnering with grassroots voices and digital movement building

Director of Communications, Future Is Now (2013-14)

Future Is Now worked to improve public education by empowering teachers to lead change in their schools, districts, and unions. I oversaw national outreach and messaging, as well as media relations and all writing and design products.

HIGHLIGHTS Wrote/placed op-eds in major publications such as *New York Daily News* • National media relations (TV, radio, print/web) • Launched website, blog, online organizing platform • Oversight of social media & content strategy • Graphic design • Data and analytics • Managed/hired designers, developers, organizers

Director of New Media, Erikson Institute; Chicago, IL — 2010–2013

Erikson Institute is the nation's leading graduate school in child development. I oversaw Erikson's websites and advised on its recruitment, email marketing and social media.

HIGHLIGHTS Redesigned and replaced website with modern, responsive platform • Led strategy and design of all Institute microsities • Managed digital advertising (Google AdWords, LinkedIn, Facebook) for student recruitment • Rescued an ailing website from repeated downtime and data insecurity

Electronic Communications Specialist (Webmaster), John D. & Catherine T. MacArthur Foundation (2008-10)

The **MacArthur Foundation** is known for its support of human rights, global conservation, and Chicago's community development, as well as selecting the MacArthur Fellows. I was responsible for MacArthur's entire online portfolio of websites and its social media presence.

HIGHLIGHTS Designed and edited email campaigns for more than 300,000 subscribers • Improved content strategy & workflow with sitewide design refresh • Part of core planning team for complete website overhaul • Led design, strategy and build-out of blog microsite for signature grantmaking initiative on Asia security

Technology Coordinator, American Bar Association (2006-08)

The **American Bar Association** is one of the largest nonprofit, voluntary professional organizations in the world. I maintained all technology and online needs for a division of the ABA serving solo & small firm lawyers, including a website, 100+ listservs, and an email list of more than 30,000 subscribers.

HIGHLIGHTS Innovated new member benefits, including the production of exclusive videos and podcasts for the website • Redesigned e-newsletter, vastly improving open rates & member engagement

Centre Manager, Centre for the Study of Global Governance, London School of Economics (2005-06)

The **Centre for the Study of Global Governance** was an international research institution housed at LSE, founded by a team of world experts in transnational diplomacy and human security. I managed Centre staff and assisted leadership in fundraising.

HIGHLIGHTS Managed \$2 million operating budget • Raised Centre's profile through high-profile, citywide events (e.g., George Soros, senior UN officials) • Successfully campaigned to expand physical presence into landmark campus building

Education

Georgetown University, Washington, D.C. — Certificate in Education Finance, 2021

Brown University, Providence, RI — B.A. in Psychology with Honors, 1998
