

Kerri Estella Grinnage

WRITER. STRATEGIST. COMMUNICATIONS LEADER.

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SUMMARY

Communications leader with 13+ years of experience across government, agency, and nonprofit sectors. Specializes in communications strategy, employer branding, executive messaging, and change management communications for large, complex organizations. Translates institutional complexity into content that actually moves people — without the jargon.

EXPERIENCE

Senior Communications Specialist | December 2024 – Present

Virginia DMV · Government

- Lead internal communications strategy for a 2,000+ employee state agency, managing employer branding, executive messaging, newsletter editorial, and intranet content
- Direct employee communications for a large-scale mainframe modernization, translating complex technical change into clear, accessible messaging across a statewide workforce
- Launch and lead the Always Driving Forward employer brand campaign, including an ongoing employee spotlight series published in the agency newsletter and across internal platforms
- Produce DMV360, the agency's internal newsletter; manage multiple SharePoint intranet pages and support a broader intranet redesign initiative
- Coordinate bi-monthly All Hands meetings with the Commissioner and senior leadership, overseeing content development and logistics
- Develop internal materials including newsletters, signage, talking points, and editorial standards; serve as lead editor across all internal communications platforms
- Support crisis communications strategy and ensure message consistency with agency leadership
- Mentor junior staff and collaborate with cross-functional teams across statewide operations

Copywriter & Creative Strategist | June 2021 – November 2024

JMI · Marketing

- Conceptualized and executed integrated campaigns for a broad client portfolio including VCU Health, Dominion Energy, and Virginia Tourism Corporation
- Virginia Tourism Corporation campaign awarded AFAR "Travel Vanguard" for work highlighting the Black travel experience (2022)
- Served as social media strategist, lead copywriter, and web designer for the inaugural Big Dipper Innovation Summit
- Collaborated with an external production team to develop the first televised episodes of the Big Dipper Innovation Summit, broadcast on NBC12

Director, Digital Strategy | April 2020 – March 2021

Risa Heller Communications · Public Relations

- Secured Section A, Page 8 placement in the New York Times for St. Mary's Healthcare System for Children through targeted media outreach and cultivated journalist relationships across the NYC media landscape
- Wrote and pitched press releases and media notices for nonprofit and corporate clients including New York Blood Bank, Hudson River Park, and Moonbug Entertainment
- Produced digital, social, and graphic communications for clients including Capsule Pharmacy and DoorDash

Digital Media Specialist | April 2017 – April 2020

New York City Department of Environmental Protection · Government

- Crafted editorial voice and managed social media strategy for NYCWater's verified accounts; served as Community Manager and analytics strategist

- Lead copywriter, copy editor, videographer, and photographer for social media and press office; photography featured in NYC government publications and citywide media
- Served as Creative Director and copywriter for an Out-of-Home ad campaign across all MTA properties (subway and buses), reaching millions of New Yorkers daily
- Led digital strategy for the #BillyNeverIdles anti-idling campaign in partnership with Billy Idol; supervised external vendors
- Designed and facilitated agency-specific media training workshops for executive staff and key spokespeople

Creative Production Manager | August 2013 – May 2016

UMFS · Social Services

- Wrote, directed, and edited video content across departments; drove record agency growth (200+ new employees) with HR recruitment video campaigns
- Earned grand prize two years running in regional nonprofit video competition
- Managed in-house video studio; trained staff in Adobe Creative Suite and audio/video production

Project Manager, Email Marketing | September 2011 – August 2013

Royall & Company · Higher Education Marketing

- Managed campaign execution and pre-release testing for an in-house email marketing platform serving higher education clients

SKILLS

Internal Communications Strategy · Executive Communications · Change Management Communications · Employer Branding · Copywriting & Copy Editing · Editorial Leadership · SharePoint · Newsletter Production · Crisis Communications · Video Production · Adobe Creative Suite

EDUCATION

Full Sail University · Bachelor of Science, Digital Arts & Design

AWARDS

A.C.E. (Always Creating Excellence) Award for Innovation — NYC Department of Environmental Protection, 2019

AFAR Travel Vanguard — Virginia Tourism Corporation / JMI, 2022

Amazing Raise Video Competition, Grand Prize — UMFS, 2014 & 2015