

Jonathan R. Goldman

Award-winning communications strategist | storyteller | idea generator

Proven Leader Solving Complex Challenges, Building Connections, and Driving Exceptional Results

Reputable Communications Strategist with over 20 years of experience leading transformative communications and marketing efforts in education and nonprofit sectors. Known for developing innovative solutions and achieving measurable results, including winning multi-billion-dollar funding initiatives and spearheading campaigns that reshape organizational impact. Excels in leading cross-functional teams, navigating change, and delivering creative solutions under tight budgets, deadlines, and constraints. Recognized for creating award-winning publications, implementing large-scale engagement programs, and fostering transparent, results-driven leadership communication.

CAREER HIGHLIGHTS

- **Strategic Campaign Leadership:** Directed a 2016 election campaign for the California Teachers Association, engaging 310,000 members and securing an additional \$6B annually for public schools and colleges.
- **Cross-functional Leadership:** Led a state-wide education campaign and new membership process ahead of a Supreme Court ruling, achieving 93% retention vs. 17% average loss in other unions.
- **Change Management:** Spearheaded the transition to remote work during COVID-19, launching a new website, leader resource center, and a Facebook group that grew to 18,000 members with ~1,000 posts and ~30,000 comments monthly.
- **Publication Redesign:** Transformed a 40-page magazine into a 70+ page award-winning publication, doubling editorial space and achieving a 25% reduction in per-page production costs through vendor negotiations and innovative processes.

SKILL SET

Creative Leadership | Agency Collaboration | Creative Direction | Branding & Messaging | Strategic Communications Presentations & Design | Decision Making | Cross-Functional Collaboration | Writing & Editing | Organizational Voice Counseling | Mentoring & Training | Recruitment & Engagement | Storytelling | Community Outreach | Editorial Management | Adobe Creative Suite

PROFESSIONAL HISTORY

JRACYG CREATIVE CONSULTING

Owner, 2022–Present

Provided strategic communications counsel to the National Education Association (NEA), and its affiliates in California, Florida, Indiana, Alaska, Washington, Wyoming, Nevada, Idaho, Montana, and New Mexico.

- **Strategic Communications Leadership:** Researched, wrote, and designed “Guide to Communications Planning” as a resource for NEA’s 50 State Communications Directors.

CALIFORNIA TEACHERS ASSOCIATION (CTA)

Communications Director, 2007–2022

Managed large-scale communications operations for a 161-year-old union with 310,000 members, leading a team of 17 staff and multiple freelancers while overseeing a \$2M annual budget.

- **Team Leadership:** Achieved exceptional retention while managing 17 team members across two staff unions.
- **Strategic Publications:** Published 110 issues of CTA’s official magazine, including two annual editions that boosted teacher resources and grant participation.
- **Cost Optimization:** Reduced campaign mail costs by \$125K per mailing with election-focused magazine issues timed to align with ballot distribution.

- **Strategic Planning:** Co-developed, promoted, and helped roll out CTA's 5-year Strategic Plan, achieving unanimous adoption by 700+ leaders and increasing member approval ratings from 79% to 86%.
- **Leadership Messaging:** Created speeches, op-eds, press releases, and monthly talking points for senior leaders to drive consistent, transparent communication.
- **Membership Support:** Designed toolkits to support 1,000 local leaders in membership recruitment and campaign initiatives.

Change Management

- **Leadership:** Directed strategic communication during organizational transitions, aligning a 700+ member governance body and 1,000+ local leaders while maintaining continuity through weekly updates and problem-solving sessions.
- **Strategic Oversight:** Project-managed a 3-phase website redesign, absorbing 3 microsites, enhancing search functionality, supporting cross-departmental content creation, and increasing our monthly visitors by 100%.

Creative & Communications Leadership

- **Content Innovation:** Launched an annual innovation issue highlighting Foundation award winners that raised awareness and increased participation in grant and scholarship programs by 67%.
- **Strategic Campaign Leadership:** Directed advocacy campaign that contributed to the passage of the largest tax initiative in California's history, generating an additional \$6B annually in funding for public education.
- **Comprehensive Communication:** Implemented a 2-year charter school messaging campaign, exposing waste and fraud, prompting a governor-requested impact study, and driving 4 new accountability laws.
- **California Teachers Association (CTA):** Managed communications operations for the 161-year-old union with 310,000 members, leading a team of 17 staff, and multiple freelancers, and overseeing a \$2M annual budget.
- **Vendor Management:** Negotiated contracts and eliminated vendor overlap, achieving a 20% cost savings.

Executive Support

- **Strategic Guidance:** Provided strategic counsel to the President and Executive Board on public-facing and internal messaging, influencing policies and legislation impacting over 310,000 members and 9 million students.
- **Milestone Management:** Orchestrated CTA's year-long 150th-anniversary campaign with an education program targeting 310,000 members.

GEORGIA ASSOCIATION OF EDUCATORS (GAE)

Director of Communications & Marketing, Creative Director, 4 years

Internal Communications/Editor & Southwest Region Communications Liaison, 4 years

EDUCATION

UNIVERSITY OF GEORGIA | Athens, GA

Bachelor of Arts in Journalism: Broadcast News

Minor in Political Science from Grady College of Journalism

- Developed skills to craft compelling narratives and effectively communicate complex ideas to diverse audiences.

AFFILIATIONS

FOR THE KID IN ALL OF US

Vice President, 2023 – Present

- Lead philanthropic initiatives and marketing strategies to support 20+ community organizations, providing resources to thousands of children in need annually.