

NAJ ALIKHAN

COMMUNICATIONS—CRISIS MANAGEMENT—STRATEGIC ENGAGEMENT—MEDIA RELATIONS



PHILOSOPHY

Innovative and strategic storyteller with a decade of leadership in emerging communications platforms, media relations, crisis management, content delivery, message creation and project administration. Seeking to leverage my skills and my passion for building communities in a difference-making role for internal and external communities.

LEADERSHIP

SENIOR DIRECTOR OF MARKETING AND COMMUNICATIONS
PUBLIC INFORMATION OFFICER
2014-CURRENT

- Association of California School Administrators; Sacramento, California
- Coordinator of strategic messaging focusing on advocacy, equity and social justice, member outreach, as well as content delivery for an association of 17,000 California public school administrators.
 - Leveraging traditional and emerging media platforms to build brand influence among members, staff, and other education-based organizations and coalitions.
 - Providing crisis communications and media relations assistance and training to California K-12 school districts.
 - Host of ACSA virtual broadcasts and conferences, including the award-winning ACSA Legislative Lunch Break, ACSA Campus Tour and ACSA townhalls.
 - Managing editor of Leadership magazine.
 - ACSA Career Technical Education Council staff executive.

DIRECTOR OF MARKETING AND COMMUNICATIONS
2013-2014

- California United Homecare Workers; Sacramento, California
- Creator and coordinator of strategic messaging and content delivery for union representing northern California homecare workers.

COMMUNICATIONS DIRECTOR
2012-2013

- SEIU Local 1021; Oakland, California
- Specialized in delivering news, strategic messaging, and advocacy.
 - Provided campaign management to increase statewide membership.

BACKGROUND

2007-2012

Senior Communications Specialist
SEIU Local 1000; Sacramento, California

2004-2007

News Reporter/News Anchor
CBS News/KOVR-TV/KMAX-TV; Sacramento, California

EDUCATION

Pennsylvania State University; University Park, PA.
Master's in Professional Studies-Strategic Communications; Graduation 2022

San Diego State University; San Diego, CA.
Bachelor's Degree in Communications-Broadcast Journalism; 2000