Shrien Alshabasy

Communications Strategist | Storyteller | Education Leader
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SUMMARY

Translating research and policy into stories that resonate.
Communications leader with 6+ years making education research and policy clear and compelling for educators, policymakers, funders, and families. I've built communications functions from scratch at Teachers College Record and EdFund, hosted and produced a podcast, and grown audiences with data-driven campaigns. I bring a novelist's ear for narrative and a teacher's instinct for meeting every audience where they are.

EXPERIENCE

Director of Outreach and Engagement | EdFund, Jersey City, NJ | Oct 2024 to Jul 2026
- Ran communications as a department of one, turning dense school finance research into newsletters, web content, social, research briefs, and stakeholder materials for legislators, educators, and funders
- Hosted and produced EdFund's podcast end to end, from booking and interview prep to editing and distribution
- Grew fellowship applications 86% (70 to 130) in one cycle with segmented HubSpot campaigns to HBCUs, MSIs, and faculty advisors; designed and launched a 13-fellow policy cohort
- Built a 15+ event webinar series reaching 460+ participants and doubling live attendance; sustained a 68% newsletter open rate while growing contacts from 10,000 to 13,000; launched a public Learning Hub

Teachers College Record, Columbia University | New York, NY
Digital Media Manager | Sep 2023 to Oct 2024
Digital Publishing Associate | Sep 2020 to Sep 2023
- Built the journal's digital presence from scratch, earning promotion to lead strategy across web, newsletter, and social
- Redesigned the journal's newsletter and website so educators, policymakers, and the public could find and share research
- Produced and edited video interviews and Instagram Reels for TCR's Voice segment, making research accessible
- Planned and promoted five campus book talks with academic publishers, plus webinars; represented TCR at conferences

Writing Mentor | Girls Write Now, New York, NY | Sep 2023 to Present
- Mentor a high school writer one on one in multimedia writing, leadership, and college readiness

Saturday Academy Associate Instructor | Sponsors for Educational Opportunity | Jan 2024 to Jan 2025
- Co-taught ELA and Identity & Empowerment to 9th and 10th grade scholars in a rigorous college prep curriculum

Freelance Writer and Tutor | Collaborative Learning Lab, New York, NY | Feb 2023 to Oct 2024
- Wrote LinkedIn articles on education and researched training guides for K-8 tutors; 10+ years tutoring students of all ages

Composition Teaching Assistant and Peer Writing Consultant | SUNY New Paltz | 2015 to 2020
- Taught composition to 23 first-year students and coached peers across disciplines in the campus writing center

Early Career: Editorial and Communications Intern, John A. Hartford Foundation (2019) | Content Intern, Chronogram (2019) | Communications Intern, Ford Foundation (2018) | Social Media Analyst, Her Agenda (2017)

WRITING, FILM, AND CREATIVE WORK

- **YA fantasy novelist (S.M. Figgs):** *Filomena and the Fool* selected for the 2024 Tin House Summer Workshop (under 10% acceptance), Roots. Wounds. Words. Fellowship, and Martha's Vineyard Institute of Creative Writing
- **Published in** Chronogram, HuffPost, York Literary Review, Her Agenda, and *Generations* (co-authored article); poetry shortlisted for Palette Poetry's 2024 Love & Eros Prize
- **Film and honors:** Archival researcher and production assistant, Ford Foundation and NowThis ADA 30th anniversary documentary; First Place, New Paltz 48 Hour Film Festival (2017); two-time Scholastic Gold Key winner; Sigma Tau Delta English Honor Society

SKILLS

- **Strengths:** content strategy, research translation, interviewing, podcast and video production, photography, audience segmentation, SEO writing, webinar and event programming, CRLA-certified tutor
- **Tools:** HubSpot, Salesforce, Mailchimp, Google Ads, LinkedIn Ads, WordPress, Squarespace, HTML email, Adobe Creative Suite (incl. Premiere), Audacity, Canva, Claude and AI workflow tools

EDUCATION

M.A. and B.A., English Literature, Summa Cum Laude, SUNY New Paltz (3.95 and 3.85 GPA) | UX Design Certificate, Coursera