



# RHEA R. BORJA

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## SUMMARY

I'm a deadline-oriented editor and writer with experience in news and features as well as opinion pieces, news releases, video scripts, guides, and reports. I spent the early part of my career as a daily news reporter (*Richmond Times-Dispatch*, VA) and national tech and education policy reporter (*Education Week*; Washington, DC) before transitioning to editorial roles in organizations including NASA's Jet Propulsion Laboratory; Occidental College, tech PR company Text100, and the Town of Windsor, a local government agency.

## EXPERIENCE

### **Editor, Writer and Content Strategist Borja Communications**

Los Angeles, CA - April 2014 to present

- I write and edit articles and other content on health, business, tech, and science for companies and news sites.

### **Editor / Communications Director / Public Information Officer Town of Windsor**

Windsor, CA - June 2021 to April 2023

- Wrote and edited all public communications, including op-eds, news releases, newsletters, policy reports, digital and print marketing materials.
- Trained personnel on how to better report and write documents such as news releases, newsletter articles, and strategy reports.
- Managed and edited content on the Town of Windsor website and social media.
- Served as public information officer and spokeswoman for the Town and its seven departments in day-to-day operations as well as natural disasters.

### **Editor & Public Information Officer City of Healdsburg**

Healdsburg, CA - August 2017 to June 2021

- Served as the main writer and editor for the City: op-ed pieces, strategy reports, speeches, newsletters.
- Trained personnel on how to better research and write documents such as news releases, newsletter articles, and policy reports.
- Managed and edited the City of Healdsburg's website and social media.
- Led public communications for the City and its departments, including fire and police. Served as PIO in the City's emergency operations center for disasters including the Tubbs Fire (2017) and Kincade Fire (2019).

### **Senior Consultant, Editorial Republic Publishing/Text100**

San Francisco, CA — April 2014 to July 2017

- Created and managed editorial campaigns and projects for clients such as Microsoft, KPMG, Intuit, and Mercedes-Benz R&D.
- As the managing editor for Lumia Conversations, a news blog for Microsoft, I led a remote team of five editors in San Francisco, London, and Mumbai and published 15 articles a week on tech news and products.
- I held weekly 1:1 training sessions on writing and reporting with two of the writers, whose first language was not English.

### **Associate Communications Director & Editor Occidental College**

Los Angeles, CA — May 2009 to June 2012

- Wrote and edited articles for *Oxy*, an award-winning quarterly magazine sent to

Occidental alumni and supporters.

- Managed the college's website and social media accounts. This included videos, photo galleries, and interactive multimedia projects.
- Served as a college spokeswoman and helped the communications director with crisis communications. Also cultivated relationships with the news media.

**Media Relations Officer  
Jet Propulsion Laboratory (NASA)**

Pasadena, CA — November 2007 to May 2009

- Wrote explanatory articles, news releases, and created multimedia stories on space technology and robotic space missions for the NASA-JPL website.
- Served as a NASA-JPL spokeswoman and generated national and international news coverage on the lab's space technology, Mars and interplanetary missions and educational programs.
- Managed NASA-JPL's social media presence to educate the public on the Phoenix Mars mission. This was JPL's first foray in social media, and at its height, @MarsPhoenix had almost 2 million followers. Because of its success, JPL began using social media as an information tool for other missions.

**Business & Technology Reporter  
Education Week**

Bethesda, MD — 2001 to 2007

- Wrote front-page stories on education technology and business news for this national newspaper on K-12 education.
- Worked as a senior writer for *EdWeek's* annual issue on ed-tech trends.
- Covered education and legislative news for Oregon and Nebraska.

## **SELECTED AWARDS**

- Gold Medal, Periodical Staff Writing  
CASE District VII Awards of Excellence
- First place, EXCEL Award for news writing  
Society of National Association Publications
- Special recognition for technology coverage  
National Education Writers Association

## **EDUCATION**

**M.A. Candidate, English literature, University of Arkansas**  
Fayetteville, AR

**B.S. Journalism, John Brown University**  
Siloam Springs, AR

## **PROFESSIONAL AFFILIATIONS**

Society for Professional Journalists (SPJ)  
ACES: The Society for Editing  
Online News Association (ONA)