



JoJo St. Claire

Creative Architect

JoJo St. Claire's history of ten years as a successful public/private relationship builder has only been enhanced by more recently serving as a creative entrepreneur where audience engagement strategies, social media content creation, live hosting, and designing/leading Speakers Bureau training modules was integral to her success. She's a Project (Manager) Champion that envisions and shepherds end-to-end organizational stakeholder outreach initiatives rooted in data, environmental scans, and competitive analysis.

This is seen during her role as consultant project lead she helped Centers for Disease Control and Prevention (CDC) launch nationwide targeted messaging in communities within LGBTQIA+ increasing awareness and advocacy for improving health outcomes related to HIV infection rates. During her time as External Affairs Manager with an independent arm of the Federal Communications Commission, JoJo researched stakeholder bottlenecks, internal process breakdowns, and shaped organization-wide executive talking points which resulted in improved internal success metrics on end-user experience and complaint reduction.

As a seasoned internal/external relationship architect she's most comfortable finding and sustaining ways to strengthen strategic partnerships for mutual benefit. Her time contracting with CDC, National Health IT Collaborative for the Underserved, Washington, DC Sports & Entertainment Commission, and part of an economic development arm of the District of Columbia Mayor's Office for Planning & Economic Development solidified her ability to build robust marketing strategies along conjoined and disparate groups toward a primary objective: measurably influencing behaviors.

Education:

JoJo received her B.S., Psychology at Howard University and earned her M.B.A., Marketing at Johns Hopkins University after returning from her time living in the South of France. She now lives in Atlanta, GA with her two young sons.