

Chrystal Sunshine

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SUMMARY

Strategic communications leader with 10+ years shaping internal messaging, culture strategy, and executive alignment across complex, mission-driven organizations. I specialize in building communication systems that scale—bringing clarity to change, coherence to fast-paced growth, and connection to purpose. With deep experience partnering across levels and functions, I translate ambiguity into action and help organizations tell stories that move people. Trusted by leadership and teams alike, I bring high emotional intelligence, structured thinking, and a writing voice that balances nuance with impact.

KEY SKILLS

- Internal Communications Strategy
- Executive Communications Partnership
- Cross-Functional Collaboration
- Strategic Messaging & Narrative Design
- Project & Event Management
- Visual Design & Branding
- Digital Engagement & Social Media Strategy
- Fundraising & Development
- Culture Building & Mission Alignment

Tools & Platforms: Google Workspace, Slack, Notion, Mailchimp, Adobe Creative Suite, Canva, Squarespace, WordPress, Google Ads, SEO tools, social media platforms

EXPERIENCE

Director of Communications

Petaluma Wellness Center, CA | Jan 2023 - Present

- Lead internal and external communication strategy across the organization, enhancing team cohesion and mission alignment.
- Partner with leadership to communicate program changes, strategic goals, and cultural initiatives.
- Develop and scale digital channels (Mailchimp, Canva, social platforms), significantly increasing engagement.
- Spearhead internal onboarding and organizational updates to align new hires with values and practices.

Founder & Strategic Communications Lead

Chrystal Sunshine Design | Jan 2023 - Present

- Serve as embedded communications advisor for small businesses and nonprofits, leading branding, campaign development, and internal messaging strategies.
- Translate complex services and missions into impactful marketing and internal comms assets.
- Build user-friendly, SEO-optimized websites; manage content strategies across email, web, and social platforms.

Digital Media Manager / Founding Faculty – Visual Arts

SF Girls' School, San Francisco | Jun 2021 - Jun 2023

- Play a foundational role in launching a multidisciplinary arts program within a dynamic, early-stage educational environment.
- Collaborate closely with leadership, faculty, operations, and facilities teams to co-develop systems, strategies, and protocols that supported scalable, mission-aligned growth.
- Lead curriculum design and implementation for a project-based program integrating visual arts, technology, and social equity.
- Design flexible learning spaces and workflows that supported inclusive, student-centered learning and optimized cross-functional communication.
- Act as a key liaison among stakeholders, ensuring transparency, operational clarity, and shared alignment across the organization.

Senior Marketing Manager

Powell Business Solutions, WA | Jan 2019 - Jun 2021

- Lead internal and external marketing communications across multiple business units.
- Design and implement data-driven messaging campaigns and consult directly with leadership teams on brand alignment.
- Create communications frameworks and templates that improve operational consistency and reduce inefficiencies.

Co-Founder & Communications Strategist

SHIFT Book Box | Jan 2018 – Dec 2021

- Build and scale a social-justice-oriented children’s book subscription company.
- Lead all messaging, content, and visual identity; developed discussion guides, podcasts, and internal process documentation.
- Craft narrative-driven campaigns and stakeholder updates aligned with the mission of equity and education.

Community Organizer / Programs & Communications Lead

Bay Area | Jan 2012 – Present

- Design and implement public programming rooted in progressive education, sustainable practices, and equity.
- Build strong coalitions and lead communication for multi-partner events like PRIDE Story Hour, Petaluma Progressive Festival, and Kid Power workshops.
- Create all supporting materials, including digital campaigns, signage, talking points, and internal updates for stakeholders.
- Collaborate as part of the Petaluma People’s Pride coalition to restructure and co-create a more inclusive, community-centered Pride event for 2025.

EDUCATION

BFA in Fine Arts

Academy of Art University, San Francisco