

## Endya Watson, Strategist



Endya's childhood hobbies may have been a little unconventional—like planning mock trial debates to settle sibling disputes or making PowerPoints to prod her parents toward something she wanted.

But, these days she gets to use that native knack for communication as a strategist at Springboard Partners.

Endya brings a background in research, writing, and digital marketing to the team. She works with the team to develop materials and conducts research to drive smart strategies. Prior to joining the team, Endya worked at NeighborWorks America, where she assisted with event planning and managed social media and website content. Endya supported NeighborWorks' network of nonprofits by helping to organize professional development events and producing social media plans to promote the organizations. In addition, Endya was unofficially named the public relations team's resident researcher. Her favorite days were those that were absorbed by news stories, studies, blogs, and journals, searching for the best nuggets of research to inform print and digital content. Prior to her position at NeighborWorks, Endya was a web savvy intern at the Davey Tree Expert Company, handling everything from drafting email marketing copy and tracking campaigns to updating web content and writing blog posts. She spent her years at Kent State University much the same—preparing social media messaging for multiple campus organizations and writing stories for the university's website.

Endya was born and raised in Cleveland, Ohio and now resides in Washington D.C. She is an art museum enthusiast, aspiring coffee-shop-playlist-worthy guitarist, and fierce advocate for the Cleveland Cavaliers.

