

AARON SPANGLER

717.919.7619 | aaspangler@gmail.com | Lancaster, PA | [LinkedIn](#)

PROFESSIONAL SUMMARY

Award-winning communicator, strategist, and creative with more than a decade of experience in organizational strategy, brand development, innovative approaches, and impactful community engagement from development to execution.

SKILLS

- Creative Direction
- Relationship Management
- Public Speaking
- Adobe Creative Suite (Video Editing/Production)
- Event coordination
- KPI, ROI, and Performance Monitoring
- Organization and Brand Strategy
- Group Facilitation
- Digital Marketing
- Project planning

EXPERIENCE

Lancaster County Local Journalism Fund
Director of Engagement
06/2024 - 06/2026

- Spearheaded a year-long mixed-methods research initiative to produce the Central Pennsylvania region's first Information Ecosystem Map and Report, including holding community focus groups, analyzing survey data, and synthesizing qualitative interviews.
- Co-developed organizational strategy with the Executive Director to expand regional footprint and refocus organization, resulting in a more innovative, community-centric approach, including developing and monitoring KPIs to evaluate and enhance performance.
- Conceived, designed, and launched a diverse portfolio of community engagement projects, including *Covered Bridging*, a local connection tool, distributing 500+ copies in six months.
- Created and led gatherings and focus groups, facilitating cross-sector discussions and public events to foster deep, place-based community connection, including *Lancaster County in Common*.
- Formed and refined the Fund's brand strategy, including the development of Fund website, the design of three sub-brand websites, social media pages, and all physical and digital marketing materials.

YWCA Lancaster
Director of Communications
01/2022 - 06/2024

- Devised and executed all forward-facing agency communications; partnered with the CEO on internal communications to strengthen organizational culture.
- Led as primary spokesperson for press inquiries and authored high-visibility public communications, including op-eds, speeches, and presentations to advance advocacy goals.
- Supervised the Communications Manager across content and social strategy; engineered a segmented email marketing strategy and overhauled the agency website to optimize UX and engagement metrics.

- Developed promotional campaigns for high-profile annual fundraising events; managed external media partnerships to execute paid advertising and track ROI.

Lancaster County Community Foundation
Communications Manager / Specialist
 07/2015 - 12/2021

- Developed and executed all forward-facing communications and media for Foundation; coordinated with Executive Vice President to create a cohesive messaging strategy for the Foundation's yearly initiatives and priorities.
- Managed all public promotion, toolkits, and grantee communications for ExtraGive (the nation's largest per-capita giving day); served as primary liaison with external creative agencies.
- Scaled organizational values County-wide by shaping the Foundation's public voice; built community feedback loops and cultivated a regional storytelling culture to inform grantmaking focus.
- Oversaw writing, design, and print production for flagship collateral, including the Annual Report and e-newsletters; produced video and digital assets to drive social platform growth.
- Represented the Foundation at civic gatherings, delivering strategic presentations to community groups.

ADDITIONAL ONGOING EXPERIENCE

Lancaster Recreation Commission |
 Lancaster, PA
Youth Soccer Coach
 03/2025 - Present

- Create practice curricula and drills, emphasizing a balance of skill development and emotional wellbeing for youth players
- Manage communications with team parents, including practice schedules, snack duties, and game changes

Lancaster County Board of Elections |
 Lancaster, PA
Judge of Elections
 03/2022 - Present

- Uphold voters' rights and ensure elections in 02-02 are held in accordance with regulations and laws.
- Manage team of poll workers, delegate duties, and ensure ballots are safely and securely delivered to counting center.

Vulcans | Lancaster, PA
Performer, Manager
 06/2010 - Present

- Perform as part of an award-winning regional band, providing high-energy shows that engage audiences both during and in-between songs
- Manage bookings, accounts, and social promotion for events and releases

PREVIOUS ROLES

Development Associate, The POGIL Project; May 2012 – May 2015
 Program Assistant and MENA Coordinator, Women's Campaign International; Sept 2011– Jan 2013

EDUCATION

Certification in Social Impact Storytelling
 Georgetown University | Washington DC
 December 2019

Bachelor of Arts (B.A.) in Political Science
 Temple University | Philadelphia PA
 May 2011
 GPA: 3.9; Magna cum laude