

Ginie Lynch, Director of Communications, SFE&PD

As Director of Communications for the Society for Financial Education and Professional Development (SFE&PD), Ginie oversees public relations outreach and marketing, SFE&PD brand awareness, media relations, and conveying SFE&PD's financial literacy messages and program information to external audiences. Ginie Lynch's background is in educational management, public and media relations, and communications.

Specifically, Ginie worked as a public relations executive, managing director of Salisbury University's nonprofit civic engagement institute (PACE), a speechwriter/editor, and as an international student services coordinator before joining SFE&PD. Ginie financed her own higher education and strongly believes in SFE&PD's mission to help people, especially college students, achieve their long-term financial goals through financial literacy training. She enjoys being a part of the SFE&PD team of experts and educators committed to financial education for people of all ages and backgrounds with a focus on communities of color.

In the field of educational advocacy, Ginie spearheaded strategic communications and community outreach for corporate, government and nonprofit organizations. Earlier in her career, Ginie worked as a special assistant/speechwriter at the U.S. Department of Housing and Urban Development (HUD) and as a business reporter for a Maryland newspaper where she honed her skills writing news and feature articles.

Ginie is a graduate of the University of North Carolina at Chapel Hill with a BA in Latin American Studies and has a master's degree in Journalism and Public Affairs from American University. Ginie lived four years in Santo Domingo, Dominican Republic, where she attended an international high school. She currently serves as Vice President of the Foundation Board for the North Carolina Hispanic Chamber of Commerce.