

Ginie Lynch, Director of Communications

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

Ginie Lynch has a background in educational management, public and media relations, and communications. Specifically, Ginie has worked as a public relations executive, a director of a state university nonprofit institute, a speechwriter/editor, and as an international student services coordinator.

Ginie financed her own 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. In the field of educational advocacy, Ginie has spearheaded strategic communications and community outreach for corporate, government and educational nonprofit organizations at national, state and local levels. 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 newspaper where she honed her media 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.