



## Shawn Reeves, Associate Director

Shawn joined the Coxe Curry team in 2019 after more than 20 years in the nonprofit sector. In that span, he wrote, edited, and developed content for a range of audiences through a mix of communications channels, from op-eds and social media campaigns to executive communications, magazines, press releases, blog posts, and campaign case statements.

He spent 16 years at Habitat for Humanity International, where he wrote for and edited the organization's flagship magazine, served as communications lead in the office of the CEO, managed a team of writers supporting Habitat's resource development function, and oversaw communications for two global fundraising campaigns with a combined goal of \$1.5 billion. In his campaign capacity, Shawn worked extensively with colleagues and volunteers at Habitat affiliates in the U.S. and national organizations around the world to help them shape and deliver their local story in a way that resonated with donors and retained broader campaign messaging.

Before joining Coxe Curry, he spent four years at Atlanta-based CARE USA, a poverty-fighting and humanitarian organization, where he wrote and managed content to spotlight the complex nature of global poverty and position CARE as a world leader in the fight against it. His storytelling was featured in award-winning awareness campaigns, and he served as editor for several publications, including CARE's annual report, a ranking of the world's worst refugee crises for girls, and *Vows of Poverty*, a report documenting child marriage around the world. He also wrote for and edited CARE's donor-facing magazine, which details the scope of global poverty and CARE's efforts to combat it.

Shawn has also worked as a freelance writer and communications consultant, focusing exclusively on the nonprofit and international development sectors, serving clients such as the Shepherd Center, Make-A-Wish Foundation, and the Rosalynn Carter Institute.

A North Carolina native, Shawn lives in Decatur with his wife Betsy Vos Reeves, their daughter Eavan and sons, Stack, and Connor. He loves playing bluegrass music, coaching his son's little league team, and volunteering at his kids' schools.

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