

Edit Ruano, Spitfire Strategies

Edit Ruano joins Spitfire as a true Jill-of-all-trades with a decade of experience across nonprofit, government and private sectors, excelling in strategic communication, research and analysis, media relations and advocacy. Edit's prowess is all things education, ranging from early childhood literacy to access and enrollment in higher education to navigating the intricate web of California education policy. Edit's knack for analyzing and synthesizing complex data in a concise and compelling way, while considering the nuances and unique values of different audiences, has led to successful collaborations with tech organizations such as Code for America and California Emerging Technology Fund, as well as local community initiatives with the Napa Valley Community Foundation and Oakland-based Kenneth Rainin Foundation. Her acute eye for impactful data, coupled with her keen media targeting, helped California Competes: Higher Education for a Strong Economy secure over 40 media stories in top U.S. outlets with the release of its report, "The Road Ahead." The "2.3 million more credentials by 2025" message Edit chose to highlight from the report was echoed in all media stories and has since become a motif in the conversation around college graduation rates throughout California. Edit's ability to ask the right questions of the right people and dig deep into the heart of an issue is a cornerstone of her successful communication – whether it's talking about a politically-charged topic like immigration in a way that represents all voices or developing killer PowerPoints or share graphics that highlight an organization's brand.

Prior to joining Spitfire, Edit worked at Full Court Press Communications, a California-focused social change communications firm, developing strategic communication plans, coaching and providing media outreach support for nonprofits, foundations, political campaigns and socially-driven businesses. Before entering the consultant world Edit served as a Fellow at the Coro Center for Civic Leadership, a government liaison and outreach guru for the Center for Youth Citizenship, and a research assistant at her alma mater, UC Davis, where she graduated with a double major in Political Science and History.