

Amber Cardona

By Vincent Kurzrock

Staff Reporter



As New Hope Community's Marketing and Communications Coordinator, 29-year-old Amber Cardona brings creativity, energy and a passion for storytelling to the organization's public face.

Cardona, who has been in the role since June 2024, helps shape much of New Hope's digital presence. She manages social media platforms, plans events and writes press releases. Through this work, she plays a key role in how New Hope connects with the public while sharing its mission.

After graduating from Sullivan West High School, Cardona went on to attend CUNY Hunter College in New York City, where she graduated Cum Laude in 2019 with a bachelor's degree in Political Science and double minors in Economics and Classical Studies.

New Hope wasn't her first experience in marketing and communications, as she previously worked in the field for a Beacon-based nonprofit organization. However, she still felt a pull to return home.

"I felt a strong calling to re-immense myself within my community," explained Cardona.

So she turned to the computer to search for opportunities available in Sullivan County. However, her search for marketing positions initially came up relatively dry. That wasn't to say all hope was lost.

"The day I decided to finally hit 'search' on Indeed, I saw New Hope was hiring a Marketing & Communications Coordinator," recounted Cardona. "I took the leap and applied, and two interviews later I was offered the position."

Now approaching two years in the role, Cardona oversees New Hope's social media presence across multiple platforms, highlighting the organization's work while serving as a megaphone for its brand voice.

Her work isn't limited to social media. Cardona also plays a key role in organizing many of the organization's events. These can range

from small gatherings to larger functions with hundreds of guests in attendance. One standout among her favorites is New Hope's Annual Community Outreach Dinner, which she describes as both exciting and logistically complex.

Cardona also keeps the public informed about the latest happenings at New Hope through a monthly digital newsletter she introduced. The publication highlights recent activities, stories and updates across the organization. The project is especially meaningful to her, as she takes pride in seeing it grow.

"It's been so fun to see what our audience resonates most with," Cardona said.

For Cardona, however, the people she works with stand out most in her job.

"Whether it be the people we support or my fellow staff, the energy at New Hope is so inspiring," she said.

She added that learning about the individuals supported by the organization and sharing their achievements has been one of the highlights of her career.

When she's not managing New Hope's social media presence, Cardona enjoys reading, solving crossword puzzles and spending time with her husband, Matthew, and their dog, Milo. Weekends often include breakfast outings with friends, visiting family or catching up with her mom over FaceTime.

Speaking of her mother, Cardona says it's hard to choose between her and her husband when naming her biggest inspiration.

"It's a toss-up between my mom and my husband," Cardona said. "Their belief in me drives me to be the very best version of myself."

She also credits her team at New Hope with helping turn her ideas into reality.

"It is so reassuring to know that my ideas are always met with genuine interest," Cardona said. "Seeing what we're able to create together is always so magical."



CONGRATULATIONS Amber Cardona!

Thank you for your creativity and inspiring messages that reflect the heart of our mission.

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