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Location | Phone | Email | LinkedIn URL

MARKETING & COMMUNICATIONS LEADERSHIP

Developing and executing strategic marketing plans with a goal of identifying and targeting new audiences through tailored content creation and heightened brand awareness.

Driven marketing leader with a history of creating original campaigns that engages and brings forward intended audience resulting in fulfilling the overall mission of organizations. Extensive experience serving in leadership roles within public service and non-profits to leverage and capture strategic communications across multiple channels with a rare ability to distill complex ideas into simple and clear visual stories. Strong relationship builder both individually and between teams.

EDUCATION

Master of Arts (Strategic Communication), American University
Bachelor of Arts (Communication Studies), University of Maryland University College

KEY COMPETENCIES

MARKETING SEGMENTATION

- Strategic Communications & Strategy
- Multi-Channel Digital & Traditional Marketing
- Comprehensive & Targeted Marketing Plans
- Outreach, Recruitment & Participant Engagement
- Editorial Calendar, Blog Planning & Execution
- Online & Offline Copywriting & Copyediting

CAMPAIGN LEADERSHIP

- Project & Program Management
- Junior & Volunteer Staff Supervision
- Employee & Stakeholder Engagement
- Performance Tracking: Analytics & Monitoring
- Market Research, Trends & Tools
- Interdisciplinary Communications

CAREER HIGHLIGHTS

XXXXXXXX, INC.

Strategic Communications & Change Management Specialist [Full-Time]

01/2019-Present

Envisions and directs written and electronic communications while supporting FAA Technical Operations executives and managers in support of the FAA Enterprise Network Services (FENS) program. Assists with contract efforts across related offices by supporting government personnel during official business.

- **Communications Campaigns & Content Messaging**—Creates concise, compelling messaging via technical writing, editing, presentation support, multimedia (graphical and video), web content and multiple social media channels,
- **Technical Editing & Writing**—Captures concepts, researches and plans the drafting of technical articles, congressional reports, briefings, talking points, press kits, brochures, training materials, fact sheets, and documentation manuals.
- **Analysis & Compilation**—Reviews a diverse set of policy, technical, statistical, and demographic information.
- **Policy & Procedure**—Establishes, plans, and administers under pre-determined governmental practices.

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Immediate Past Chair-Board Advisor [Volunteer]

01/2019-Present

Serves as the Past President of the Board of Directors for this nonprofit organization dedicated to enriching the lives of young people and increasing the opportunities of youth. Supports IT TAKES TWO, INC. strategic initiatives and fundraising and senior advisor to the acting President of the Board (Board Chair) and brand ambassador to the organization. Member of the Executive Committee and the Board of Directors.

- **Project Management**—Directs special projects and special investigations of the Board of Directors.
- **Training & Development**—Trains Board Directors and supports policies and programs adopted by the Board of Directors and Executive Committee.
- **Brand Ambassador & Spokesperson**—Promotes the interest of the organization and serves as spokesperson on behalf of the Board Chair and CEO.
- **Change Management**—Leads the orientation and transition of the President-Elect to the duties of the President, and the nomination and election of Board Directors to the duties of Board Officers.
- **Programs, Policies & Procedures**—Answers to the Board of Directors for seeing that the programs and policies of the organization reflect the needs and aspirations of its mission, articles of incorporation, bylaws, and the community it serves.

Board President [Volunteer]**01/2017-01/2019**

Led all actions for the Board of Directors with respect to organizational priorities and governance concerns while facilitating the Board's role in strategic planning. Influenced the establishment of goals and objectives for the organization during the term of office and served as a key spokesperson and inspirational leader for the organization to the board, students, press, the public, legislative bodies, and related organizations.

- **Advocacy & Outreach**—Hosted the organization's first College Access Tour and college readiness workshop. Oversaw university visits for local middle and high school students and increased their awareness and access to higher education.
- **Scholarships & Fundraising**—Led fundraising efforts and raised more than \$1,000 for academic enrichment programs and workshops for youth in the Baltimore-Washington metropolitan area. Raised \$2,850 for the Tools for Success Scholarship. Awarded \$2,200 to students between 2017-2019.

XXXX Alumni Association, Inc.**Advisory Board Member [Volunteer]****07/2017-07/2019**

Developed measures and implemented strategic communication initiatives to influence and increase the overall number of UMUC Alumni Association membership from 180,000 to 215,000+.

- **Chief Strategist & Advisor**—Creative mind behind the inaugural UMUC Alumni Crab Feast Fundraiser that brought over 80 people together to raise \$3000 for UMUC scholarships.
- **Outreach, Engagement & Event Planning**—Led the efforts to host the first Alumni Homecoming celebration that engaged over 1,200 UMUC Alumni—in-person and virtually—across the U.S., Asia and Europe.

Vice President of Membership [Volunteer]**07/2015-07/2017**

Assisted with implementing ways to increase the number of Association members through successful communication channels (i.e. web, online community, social networking) and other means.

- **Executive Leadership**—Enhanced the structure of committee goals; planning and monthly committee meetings. Served as goodwill ambassador (Alumni Association). Engaged with the Board, Executive Committee and Alumni Relations team.
- **Digital Strategy & Social Media Campaigns**—[2017 Hermes Creative Awards Platinum \(Top Honor\)](#)—Developed the creative concept for the 2017 Platinum award-winning #ILoveMyUMUC social media campaign, recognized by the Association of Marketing and Communication Professionals (AMCP) in the category of Social Marketing Campaign for Elevating the University of Maryland University College (UMUC) Alumni Brand via Social Media.

Public Information Specialist**U.S. House of Representatives—Office of the Clerk [Full-Time]****08/2009-11/2015**

Advocate and liaison for House legislative functions that educate the public about House legislative activities. Served as a division liaison with the Office of the Clerk providing project management, public affairs and communications coverage and support.

- **Internal & External Cross-Functional Collaboration**—Developed relationships and interfaced with high-ranking officials (Congressional offices/stakeholders). Collected and analyzed public/legislative data, communicated and resolved policy information and public affairs.
- **Public Information Management**—Fielded 1,000+ congressional inquiries and public information requests. Processed an average of 500,000 congressional legislative documents.
- **Communication Strategy**—Copyeditor of new/ongoing programs (publications, FAQs, presentations, weekly reports, briefing memos). Managed general inquiry email box for Immediate Office of the Clerk/House Document Room.
- **Data Analytics**—Public and legislative data, new and traditional media platforms, legislative actions, and social media.

Xxxx Xxxxxxxx**Director of Communications & Program Development [Volunteer]****11/2007-12/2009**

- **Communications Planning & Program Development**—Executed short and long-term communications strategy planning to advance GIGO®'s position in youth mentoring and development. Increased brand awareness and fostered meaningful partnerships with community and business leaders.
- **Team Leadership**—Managed program volunteer staff to execute empowerment workshops (GIGO Girls Talk, trainings, large conferences and community outreach events).
- **Digital Campaigns**—Devised and implemented the "2014 I AM Enough!" empowerment social media campaign including social media planning, message development, content calendar and monthly Twitter chats around #GIGOGirls.

ADDITIONAL EXPERIENCE

Member	American University Alumni Association	05/2016-Present
Deputy Campaign Manager	David Sloan for MD State Delegate, District 26	01/2017-06/2018
Registration Assistant	Rhythm and Views Production, LLC.	09/2016-02/2017
Member	National Black PR Society (DC Chapter)	05/2016-11/2017
Jr. Communications Strategist	McMillon Communications, Inc.	05/2016-07/2016
Deputy Communications Director	David Sloan for MD State Delegate, District 26	06/2013-06/2014
Congressional Aide Committee Member	Girl Scout of the Nation's Capital	10/2012-10/2016
Communications Marketing Intern	DB Consulting Group, Inc.	06/2009-08/2009
Volunteer	Obama Inaugural Committee	06/2008-11/2008
Phone Bank Captain	2008 Presidential Campaign	06/2008-11/2008
Public Policy Intern	National Coalition Against Domestic Violence	01/2005-05/2005
Marketing Intern	Isom Global Strategies, LLC	05/2004-07/2004
Associate Program Coordinator	Got It Goin' On Foundation	05/2004-06/2006