

## Shari Arroyo-Brown

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### Communications Director | Senior Manager, Communications | Creative Director | Strategic Brand and Communications Director

Strategic communications and brand leader with extensive experience managing high-performing teams and leading integrated campaigns that drive engagement, stakeholder satisfaction, and organizational outcomes. Proven success collaborating across marketing, executive, and client-facing teams to deliver strategies that build loyalty and support complex business goals.

### Core Competencies

- Communications Campaign Strategy and Execution
- Brand Management, Identity, and Editorial Planning
- Digital Content Strategy and Social Media
- Creative Direction for Web & Content Design
- Campaign Management (Earned, Owed, Paid)
- Media Relations and Thought Leadership
- Event Planning for Internal and External Stakeholders
- Cross-Platform Storytelling (Video, Social, Web, Print)
- Executive and Partner Visibility Strategy
- Web Content Development and Strategy

### Experience

**Blue Meridian Partners, New York, NY**

**June 2018 - Current**

**Director, Strategic Communications & Client Engagement, June 2021 - Current**

**Branding and Communications Senior Associate, June 2018 - May 2021**

Lead cross-functional teams in the development and execution of strategic communications plans across digital, video, print assets that support partner onboarding, major investments, and client-facing messaging.

- Lead creative strategy and brand storytelling initiatives across digital, video, and print formats, driving a 42% increase in audience engagement and elevating brand recognition across key channels.
- Ensure cohesion and visual identity and brand voice across web properties, internal campaigns, and executive communications to strengthen user experience and brand perception.
- Collaborate with designers, videographers, and content teams to develop compelling narratives and designs that resonate with diverse audiences.
- Oversee several consultant contracts and relationships, including an external public affairs team, video producers, and integrated marketing firms by managing budgets and work scope.
- Partner with cross functional teams, design consultants, and content creators to guide development of web layouts, editorial assets, and thematic brand refreshes across internal and external platforms.
- Connect with product, relationship, and finance teams to ensure brand-aligned messaging across portfolios - ensuring clarity, consistency, and stakeholder satisfaction.
- Spearheaded messaging development and collateral for internal staff training and external client briefing documents to improve transparency and plan engagement.

**Bank Street College of Education, New York City, NY**

**January 2017 - April 2018**

**Communications Manager**

Led a multichannel communications and digital strategy, combining press outreach, email marketing, and branded content to increase program reach.

- Partnered with academic and program leaders to shape product storytelling strategies and audience messaging across owned media, expanding brand visibility and educational reach.
- Managed messaging strategy and digital campaign execution for a \$10M+ federally funded education finance initiative aimed at increasing access and program understanding across stakeholder groups.
- Developed and implemented data-driven social media campaigns that increased engagement by 30% and expanded the follower base by 25% within seven months.
- Led an internal communications team to enhance employee engagement through surveys and staff meetings, resulting in 60% improvement in participation and feedback.

**Adfero, Washington D.C**

**July 2014 - December 2016**

**Senior Account Executive, Supporting Department of Homeland Security (DHS)**

Managed multiple projects for studyinthestates.dhs.gov by supervising the creation, timelines, budget, and team roles for 15 innovative web releases annually to enhance user experience, site functionality and 508-compliance.

- Oversaw the redesign and visual content migration of large federal platforms (Drupal and WordPress), collaborating with cross-agency partners to enhance user experience, accessibility, and functional design.
- Translated complex policy and data into user-friendly reports, guides, and digital content, increasing public awareness and understanding of DHS guidelines by 42%.
- Cultivated strong relationships with senior government officials and stakeholders, expanding the firm's service offerings and securing additional contracts.

**Additional Relevant Experience**

**BCS Incorporated, Washington D.C**

**Contract Communications Specialist, Supporting Department of Energy (DOE)**

Oversaw the successful brand and site migration of the Bioenergy Technologies Office from WordPress to Drupal—delivering the project through cross-agency coordination and managing ongoing content updates. Produced multimedia assets to translate technical information into clear, engaging experiences that improved usability and aligned with DOE branding.

**National Retail Federation, Washington D.C**

**Communications Specialist**

Drive public relations efforts as a key media spokesperson, securing nearly 70 earned media placements in top-tier outlets like *The New York Times* and *Modern Retail*, elevating the organization's voice across national consumer media through strategic pitching, press release development, and data storytelling.

**FYI Public Relations, New York City, NY**

**Public Relations Associate**

Supported high-visibility campaigns and events for celebrity clients and major brands like DefJam Rapstar, Kodak, and Orbitz by crafting press materials, managing event logistics, media outreach and monitoring.

**Education**

**Bachelor of Arts (B.A.), Communications: Public Relations**

Hampton University, Hampton, VA