

# Shari Arroyo-Brown

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Strategic communications and brand leader with over a decade of 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.

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## **EMPLOYMENT**

**06/2021 – Current**

**Director, Strategic Communications & Client Engagement**

**Branding and Communications Senior Associate *Blue Meridian***

**06/2018 - 05/2021**

***Partners, New York, NY***

- Lead cross-functional team in the development of strategic communications that support partner onboarding, major investments, and client-facing messaging.
- Lead creative strategy and brand storytelling initiatives across digital, video, and print formats.
- 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.
- Partner 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.

**01/2017 – 04/2018    Communications Manager**

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

- 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.

**07/2014 – 12/2016    Senior Account Executive, Supporting Department of Homeland Security (DHS)**

***Adfero, Washington D.C.***

- Managed multiple projects for [studyinthestates.dhs.gov](http://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.

**10/2013– 07/2014      Contract Communications Specialist, Supporting Department of Energy (DOE)  
BCS Incorporated, Washington D.C.**

- Led all website updates and brand migration for DOE's Bioenergy Technologies Office (BETO), managing more than 50 updates a month and ensuring seamless user experience.
- Managed a successful brand and site migration to a Drupal content management system from WordPress within six months by effectively collaborating across government offices and several consultant agencies.
- Spearheaded the creation of multimedia assets (widgets, infographics, animations) to present technical updates in a visually engaging and user-friendly way.

**05/2012 - 10/2013      Communications Specialist  
National Retail Federation, Washington D.C.**

- Served as a brand spokesperson and lead media contact for national consumer media inquiries, facilitating nearly 70 earned media placements through proactive pitching and strong media relationships.
- Identify and pitch media opportunities tied to organizational milestones and thought leadership campaigns.
- Authored more than 45 press releases and media advisories, securing media coverage in The New York Times, Chicago Tribune, Mashable, and Modern Retail.
- Partnered with digital marketing to align earned media with affiliate and paid strategies.
- Interpreted and translated up to four complex retail and consumer data surveys monthly to produce external materials such as blog posts, digital media content, and newsletters.

**02/2010 – 04/2012      Public Relations Associate  
FYI Public Relations, New York City, NY**

- Supported the coordination of events for the agency's 14 high-profile celebrity clients and brands including charity events, press conferences and other special appearances.
- Assisted in the development of more than 30 pitches and press releases that were distributed to several media outlets including national and local magazines, newspapers, and television producers.
- Managed brand partnerships and event logistics to promote major products and brands, which included DefJam Rapstar, Kodak, Gillette, and Orbitz.

**EDUCATION                      Bachelors - Communications: Public Relations  
08/2005 – 05/2009      Hampton University, Hampton, VA**

**KEY SKILLS AND EXPERTISE**

- 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
- Licensing, Partnerships, and Talent Collaboration
- Business Development and Profile Raising Support
- Web Content Development and Strategy
- Nonprofit, Fashion, Retail, Consumer, Tech, Philanthropy, Education, and Government Communications