

Roni Marsh

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History of orchestrating successful strategies

& marketing initiatives designed to increase brand awareness. Strong background in communications.

Strategic planning, project management, and operations

oversight experience, with five years in progressive roles with nonprofit, government and agency organizations.

Refined relationship-building skills and experience

working collaboratively with partners, media and consumer-facing staff.

PROFESSIONAL EXPERIENCE

Project/Account Manager

U. Group, (D.C.), March 2019- present

Serves as a client advocate and consultant while works closely with internal departments to meet the goals and needs of the client.

- Manages and develops long-term, mutually beneficial relations with a broad client portfolio, including public and private sector, branding, marketing, and advertising work.
- Contributes to new business development through agency and proposal contributions, reviews, and participation in pitches
- Monitors and manages project deadlines and budgets to ensure effectiveness.

Communications Consultant

Self-employed, Freelance Jan 2014- present

Successfully executed high quality communication strategies and campaigns in tandem with Edelman. Developed key messaging, media releases, and corporate branding materials. Managed web content, social media engagement and e-mail marketing campaigns.

- Increased overall corporate brand presence and social media following by 25%
- Developed long-form communications pieces placed in news outlets including Washington Post
- Organized, developed and maintained a social media campaign which increased engagement by 47%

SKILLS

Media Relations

Internal/External Communication
Website Development

Content Creation/Copywriting

Social Media Management

Crisis/Brand Management/Consultation

Strategic Planning/Development

Web SEO/SEM

Project Management

Longform/Short-form Writing

HIGHLIGHTS

Financial responsibility
to **\$15 million**

Achieved increase on client brand growth of **over 35%**

Managed and developed over **70 client accounts**

7-year proven client and brand growth

Wrote over 250 press releases for clients and organizations.

Managed and produced an event with over 8,000 participants

EDUCATION

Bachelor of Arts, Public Relations | KENNESAW
STATE UNIVERSITY

MASTER OF ARTS, STRATEGIC COMMUNICATIONS &
PUBLIC RELATIONS | TRINITY WASHINGTON UNIVERSITY |
IN PROGRESS

Marketing and Communications Specialist

SOME, (D.C.) August 2018- Present

Managed the logistics of one of the agency's largest fundraising events. Developed promotional material and coordinated online and offline distribution. Manage and maintain social media platforms including paid advertisement.

- Increased annual event attendance by 30%
- Increased overall social media engagement by 50%
- Developed monthly editorial calendars and content for social media and e-mail newsletters

Public Relations Officer (Sept. 2017- Aug. 2018)

Acting Chief of Communications (Apr. 2017-Sept. 2017)

Public Information Officer (Dec. 2016-Apr. 2017)

Baltimore City Recreation & Parks, (Baltimore)

Joined as Public Information Officer and promoted rapidly through a series of management positions based on strong communication, operation, and leadership performance. Managed team of four and the overall brand of BCRP.

- Organized over 55 special events including press conferences, festivals and ground breakings with the mayor's office
- Increased overall brand awareness by 55%.
- Increased overall social media presence by 50%

Public Relations & Social Media Specialist

Neighbor works America, (D.C.) April 2016- Jan. 2017

Led the launch of a digital/traditional marketing campaign for 14 non-profit organizations. Prepared more than 10 publications including a webinar for internal/external audiences. Increased overall brand awareness by 10% based on survey results.

- Created monthly editorial Calendars and copy-wrote content that was shared over 1000 times on social/digital spaces
- Increased overall social media presence by 30%
- Increased consumer interest by 20%

Digital Media & PR Specialist

Studio Brand Collective (Houston), May 2015- Jan. 2016

Developed and maintained 15 agency clients' accounts through: campaign strategy development, drafting of press materials, liaising with clients, social media strategy and data analysis.

- Created monthly brand materials and wrote blog articles that were shared over 50 networks
- Accomplished two client articles posted on Entrepreneur.com
- Increased brand awareness and presence of tech-beauty brand by 15%

CERTIFICATIONS

Hubspot Inbound Marketing

PMP Certification (In Progress)