

WEB EDITOR (CONTRACTOR)

Summary

Digital communications professional knowledgeable about planning, creating and implementing campaign strategies and media relations placement. Skilled at web content management and reinforcing an organization's services or products through social media.

Highlights

- Strategic planning
- Print and electronic media
- Promotional campaigns
- Relationship building expert
- Project management
- Decisive problem solver
- Deadline-driven
- Superb writer and editor
- Journalism background
- Public relations expert
- MS Office Suite
- SharePoint
- Constant Contact
- Motivated team player
- Sound judgment
- Strong creative vision

Accomplishments

- Ran communications and public relations efforts on science education, religious and cultural diversity and CPR/AED awareness projects with budgets totaling \$400,500.
- Initiated groundbreaking PR campaign for a middle school target science, technology, engineering and mathematics (STEM) competition, which secured 50% additional public interest compared against earlier efforts.
- Developed and implemented an innovative internal communications strategy to improve employee engagement through strategic messaging.
- Secured media placements in numerous news outlets including *The Washington Post*, *Inside the NFL* and *Parade Magazine*.
- Spearheaded efforts to adopt and implement social media platforms, including Facebook, Flickr, LinkedIn, YouTube and Twitter.
- Interviewed on Unity Online radio program *Rants to Revelations* and spoke about interfaith outreach in the Washington, DC metro area.

Experience

Web Editor (Contractor) Jul 2017 to Nov 2017

Dick's Sporting Goods 1/4 Whitehall, PA

- Proofread and reviewed electronic content for adherence using Artificial Intelligence (AI) on the AARP Help web page.
- Conducted research on how companies and organizations are using AI for customer service.
- Reviewed and edited staff's content updates for grammar, tone, voice and creative quality.

Digital Communications Manager Sep 2015 to Jun 2017

Reverence 1/4 Birmingham, AL

- Managed the preparation and drafted proposal for the redesign and launch of the organization's website.
- Developed onsite body content, meta descriptions and page titles in support of SEO strategies.
- Implemented and evolved high-impact strategies to target new business opportunities and new markets.
- Managed and drafted messages for the organizations Facebook, LinkedIn and Twitter accounts. Spearheaded the creation of a social media calendar.
- Increased fan base and followers on Twitter and Facebook by 50 percent.
- Promoted brand awareness through search engine optimization (SEO) and attractive web design.
- Produced engaging online marketing campaigns.
- Defined social media key performance indicators and implemented analytics, and reporting methods for continuous improvements.
- Edited web content using Joomla! content management system (CMS).
- Drafted and edited messages and distribute them through Salsa Labs and Emma e-marketing services to the organization's members and staff.

Web Editor (Contractor) Mar 2015 to Aug 2015

Population Connection 1/4 City, STATE

- Completed website requests for national nonprofit organizations.
- Edited web copy and staff biographies.
- Drafted and posted social media messages using Hootsuite on Facebook and Twitter.
- Drafted messages and sent email marketing messages using Benchmark service to staff, member organizations, donors and advocates.

Communications Coordinator, eCYBERMISSION Program Feb 2013 to May 2014

TEKsystems, Inc. 1/4 City, STATE

- Managed and implemented marketing, branding and public relations strategy for the STEM competition sponsored by the U.S. Army to promote to educators in grades 6 through 9.
- Managed the program's marketing budget and collaborate with NSTA's design team to develop print and online advertisements, postcards,

and an infographic to promote the competition.

- Planned and publicized events, including negotiating vendor contracts and designing promotional materials.
- Evaluated advertising and promotion programs for compatibility with public relations efforts.
- Wrote and edited content to promote the program on blogs, e-blast, newsletters, press releases and Web content and social media accounts.
- Secured media placements for U.S. Army and NSTA spokespersons.
- Coordinated communications strategy with external communications consultant for the competition's national judging event.
- Performed media outreach as the media liaison for the association for the program and organize interviews about the participants' science projects with reporters.
- Tracked negative communication about the science competition on websites, social media and blogs and developed strategies for addressing it.
- Coordinated with a producer from Showtime to feature a 6th grade team's STEM project on helmets and concussions on *Inside the NFL*.

Communications Director (Pro-Bono) Jan 2013 to Apr 2014

National Community Reinvestment Coalition 1/4 City, STATE

- Devised optimal communications strategies to reach target audiences to promote the annual interfaith event on Embassy Row.
- Managed all media, press and public relations issues.
- Coordinated and directed volunteers marketing and media outreach assignments.
- Coached less experienced public relations staff members on nonprofit communications practices.
- Established effective working relationships with stakeholders, government officials and media representatives.
- Cultivated positive relationships with the community through public relations campaigns.
- Edited and distributed annual press release and pitched to local and national media outlets, securing positive coverage in multiple publications.

Journalist and Independent Producer Jun 2012 to Current

The Creative Group 1/4 City, STATE

- *Interfaith Connections* : Manage and host the television program which focuses on religion, spiritual and secular topics in order to enhance awareness of religious diversity community outreach with faith-based organizations, interreligious dialogue and intercultural issues in the Washington, DC metropolitan area.
- Plan, schedule and select guests for upcoming shows.
- Research background information on guests and topics in order to prepare for interviews.
- Draft social media messages on Twitter, TweetDeck and Google+ to promote the TV program.
- *District News Beat* : Presented local news on religion for the pilot episode for the TV program.
- Gathered and verified factual information regarding stories through interviews, observation and research.
- Wrote factually correct, concise and engaging news stories within tight deadlines.

Media Advocacy Project Coordinator and Web Content Manager Aug 2006 to Feb 2012

National Science Teachers Association 1/4 City, STATE

- Managed and developed the American Heart Association's national advocacy web pages, SharePoint resources and interactive communications tools.
- Served as lead liaison for the association's web committee to assist in troubleshooting web pages and ensuring Web content is current and follows the organization's guidelines.
- Provided web content management system training for advocacy employees and developed web guides with instructions on how to post, organize and maintain information on the website.
- Participated in the development and design of the department's online publications.
- Contributed to the planning activities of media advocacy outreach for AHA's national headquarters, state affiliates, internal committees and high level volunteers for their annual Advocacy Lobby Day.
- Compiled and develop media reports using Vocus for internal and external communications.
- Provided editorial and creative support for the association's advocacy social media presence on Twitter, YouTube and Flickr.
- Managed internal communications, including production and management of print and electronic newsletters.
- Promoted grassroots activities to engage association advocates in various activities including Capitol Hill press conferences and congressional targeted events.
- Researched and drafted press releases, media advisories, letters-to-the-editor, op-eds and other media targeted materials.
- Managed media inquiries, conducted background research and drafted materials to prepare spokespersons for press interviews.
- Created content for the organization's online annual report.
- A Congresswoman used the text from it in a speech to promote a CPR training bill in the education community to Members of Congress during CPR/AED Awareness Week in June 2010.

Web Consultant/Marketing & Communications Manager Jul 2006 to Jan 2009

9/11 Unity Walk 1/4 City, STATE

- Reorganized content and layout of the firm's website and partnered with the designer in delivering an improved corporate presence.
- Designed a new marketing and communications department structure.

- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Drafted and designed promotional materials, announcements and press release templates.
- Collaborated with advertising and promotion managers to promote products and services.
- Supervised interns working in various special projects and activities.

Communications Assistant/NIH Health Information Specialist Apr 2004 to Aug 2006
American Heart Association 1/4 City , STATE

- Provided administrative support for the Marketing and Communications department and NIH Related Bones and Diseases Center as part of a contract with the Foundation.
- Assisted the communications manager with the production of *The Osteoporosis Report* quarterly newsletter.
- Assembled promotional materials to use during Prevention Awareness Month and World Prevention Day campaigns and disseminated public awareness information to radio and TV community calendars.
- Coordinated details of bulk mailings to over 200 health care professionals and community health centers nationwide and streamlined public inquiries to NIH on bone diseases and mailed out consumer health information to patients and providers.

Program Associate, Global Partners Sep 2000 to Oct 2002
Phyllis J. Outlaw & Associates 1/4 City , STATE

- Researched information related to women's health, reproductive rights, international public policy and its effect on the environment, population, and cultural impact in the community.
- Provided administrative support to department Directors and Managers.
- Identified promotional materials to be distributed for outreach at colleges and universities and international events.
- Traveled to Mexico to conduct a site visit of a women's health clinic.

Skills

- Public Relations Software: Bacon's Mediasource, PRNewswire, US Newswire, Vocus
- Desktop Publishing/Website: Adobe Photoshop, Oracle, Kentico, WordPress, HTML, CSS

Education

Bachelor of Arts , Communications 2000 MARYMOUNT UNIVERSITY 1/4 City , State