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📍 Washington, DC

Elizabeth Dubow



I'm a **Content Marketing & Media Strategist**. With over 8 years of experience, my expertise is helping clients develop **omnichannel messaging strategies** rooted in their brand values and distributed through digital and traditional channels that amplify their messages impact. I help clients with early stages of projects with **brand discovery, content audits, audience research, social sensing/scanning** and **brand workshops** or further in their **content marketing strategy** with **media planning, campaign management, web design, ad copy, and SEO**.

Education

Master of Science
WEST VIRGINIA UNIVERSITY
Integrated Marketing Communications

Bachelor of Science
VIRGINIA COMMONWEALTH UNIVERSITY
Business and Media Studies

Certifications

KMI INSTITUTE
Certified Knowledge Manager

GOOGLE
Google Ads Search
Google Video
Google AI Powered Performance Ads

LINKEDIN
LinkedIn Fundamentals
LinkedIn Marketing Strategy
LinkedIn Marketing Expert

SEMRUSH
Semrush SEO Academy

SPRINKLR
Sprinklr Media Planner

META
Media Buying

TWITTER
Twitter Ads Manager

Work Experience

Nov, 2019 - Present

Deloitte

INTEGRATED CAMPAIGN STRATEGY MANAGER

Manage the team responsible for designing fully integrated campaign strategies that incorporate online and off-line channels by working cross-functionally with strategic marketers, strategists, data storytellers, and creative colleagues to drive data-driven channel strategies that align with stakeholder goals and drive business impact.

Awards (External)

- 2023 Stevie American Business Awards - Marketing Campaign of the Year - Corporate Reputation/Professional Services
- 2023 ANA In-House Excellence Award - Experiential (In-Person and Virtual)

Awards (Internal)

- 2023 Green Globes for Best Creative (Silver)
- 2023 Green Globes for Best DEI Campaign (Gold)
- 2023 Green Globes for Best World Class / World Climate Activation (Gold)
- 2023 Green Globes for Best Sponsorship Activation (Silver)

Deloitte Digital

CONSULTANT

Manage teams responsible for creating and tracking the success of communications deliverables, including cohesive strategic engagement strategies, virtual events and forums, leadership talking points, and ad hoc requests for internal and external audiences. Assist in the development of the Deloitte Trust & Safety (Mis- and Disinformation) framework.

Jan, 2018 - Nov, 2019

Booz Allen Hamilton

SENIOR CONSULTANT

Manage the development and implementation of marketing campaigns, including standardized messaging and products, key messaging, and leadership talking points. Manage the development and implementation of change management strategies to increase client stakeholder awareness, understanding and support.

Work Experience (Cont'd)

Aug, 2015 - Dec, 2017

National Guard Association of the United States (NGAUS)

DIGITAL MARKETING MANAGER

Manage the creation and deployment of the digital media strategy for the Association, including social media campaigns, website redesign and integration, grassroots advocacy program, events and forums, photo and video content creation, digital newsletter, and ad hoc requests.

Sep, 2013 - Aug, 2015

The Icing Baking Company

DIGITAL MARKETING MANAGER

Manage the creation and deployment of the newly created integrated marketing strategy for the brand, including coordinating press opportunities, special events and fundraising, generating social media and online presence, and monitoring ROI/KPIs using analytics software.

Sept, 2014 - Jul, 2015

Boscobel Marketing Communications

PUBLIC AFFAIRS ASSISTANT

Work with senior staff to create ad campaigns for clients, including confirming technical specs and quantities, creating and maintaining media lists, editorial calendars and ROI reports for public relations clients, and generating a social media and online presence.

Jun, 2015 - Aug 2015

Fusion Creative

PRODUCTION ASSISTANT

Support the creation and maintenance of the communications project calendar, production schedule and action plan. Develop client branding and public relations plans. Film, produce and edit video for commercials, government announcements and public events. Develop and design client website layouts and materials.

Oct, 2013 - Dec 2013

People's Revolution

PUBLIC RELATIONS INTERN

Support outreach and coverage for clients through close media monitoring and compile press clips of their appearances. Manage inventory, track, merchandise and maintain organization of samples. Pull and create looks for clients and fashion magazines.

Sep, 2012 - May 2013

The Alliance Group

MARKETING AND PUBLIC RELATIONS INTERN

Support outreach to community members and government officials throughout the East Coast. Track client-related projects, including the Virginia Wine Council, the Virginia Grain Producers Association, the Virginia Wineries Association and the Virginia Wine Distribution Co. Assist in media relations outreach, including follow-up contact with journalists to secure coverage.