BRITNY VAUGHNER

BRITNY.VAUGHNER@GMAIL.COM Sterling,VA

571.899.0668 LinkedIn Profile

Marketing and Communication Specialist

6 years Social Media, Content Management, Digital Marketing
4 years Data Analytics, Growth Research, Reach/Followers
5 years Communication, Copywriting, Editing

Professional Profile

Results-driven organized and, collaborative Marketing and Communication Specialist with 5+ years of experience designing and managing campaigns and developing and supporting communications and content for commercial and government audiences through B2B marketing strategy. Expertise creating strong client and stakeholder relations, project, event and social media management. Harnessing the power of decision analytics, communication, design, and AI tools, to improve and upgrade reach.

Areas of Expertise

Leadership / Influence / Execution: Communication Planning/Strategy, Outreach, Data Analysis, Social Media, Website Management, Copywriting, Editing, Content Creation Development/Management, Messaging, Marketing Design, Presentations, Photography, Research, Journey Mapping, SEO Optimization.

Technical Skills

Proficient: Microsoft Teams, Word, Excel, Outlook, PowerPoint, Canva, Hootsuite, Hubspot, Google Suite, Slack, Figma, MailChimp, GoTo Webinars, LinkedIn, X, Facebook, Instagram RetailHub, Yardi, Google Business Profile, Ads manager, and Artificial Intelligence Tools.
Working Knowledge: Adobe Illustrator, Adobe InDesign, Facebook Events Manger, SemRush, Google Console, Google Ads, and Shopping Campaigns.

Certifications, Coursera and

UX/UI Design - Expected Graduation November 20, 2024 — *George Washington University*
Digital Marketing and E-Commerce Professional — *Google Career Certificate*
Brand Marketing — *Google Career Certificate*
Email Marketing — *Google Career Certificate*
Marketing Analytics and Measurement — *Google Career Certificate*

Professional Experience

Converged Security Solutions, Reston, VA *Information Technology | Cybersecurity | Government Contracting*
06/2023- Present
Marketing Associate: *Serve as a marketing and communications generalist, supporting the daily operations of the marketing department for a 600-person company with 4 divisions, managing various B2B projects simultaneously.*

- **Intranet:** Manage and collaborate publications of intranet content for the parent company and its four divisions. Responsibilities include creating and maintaining blog copy, onboarding information, templates, and acquisition materials. Ensure all content is up-to-date, accurate, and effectively communicates key information to employees.
- **Social Media:** Create, manage, and publish content across the LinkedIn and Twitter accounts of three companies to enhance thought leadership, promote events, webinars, partnerships, sponsorships, and boost employee engagement, achieving a 300% increase in engagement. Develop, manage, and publish monthly content calendar with copy, and creatives. Prepare and deliver reports on social media performance and insights and report necessary pivots.
- **Budget**: Oversee budgets for events, sponsorships, and webinars, ensuring efficient resource allocation. Track and compare actual expenses against projected expenses to maintain financial accuracy and control.
- **Email Marketing**: Manage muti-tiered email marketing campaigns from creation to execution for webinars and product launches to increase and maintain client relations that convert.

- **Events and Third-Party Vendor Management**: Manage first and third-party budget, logistics, vendors, and contracts of events for employees, commercial and government clients and customers. Effectively procure prospectus, contracts. Oversee sponsorships, partnership acquisitions, licensing agreements, vendor invoicing, and contracts.
- **Communication**: Work cross-functionally and simultaneously with executives, and internal and external stakeholders among divisions for all projects to ensure brand management via in-person, Microsoft 365 Teams, live document collaboration and procurement of webinars, presentations, thought leadership pieces, and case studies.
- **Presentations:** Create, edit, and collaborate with presenters for presentations, networking events, webinars, and videos. Creating designs for print, advertising, pamphlets with visual hierarchy.

CENTENNIAL, Dulles Town Center, Dulles, VA *Property Management*
11/2021 – 01/2023
Sales & Marketing Coordinator

- **Website/Social Media:** Managed company website and social media channels using RetailHub, HubSpot, Facebook, and Instagram using original videography and photography. Conducted and analyzed 15 paid ad campaigns. Created ,analyzed, and audience segmented 16 email and paid campaigns, to optimize journey map, and increase website and events traffic.
- **Copywriting/Editing/Communication:** Led social media and website management using original copy, 5 press releases, 150 social media posts, and 21 social media stories. Developed 6 digital marketing presentations for the corporate audience. Communicated monthly with 66 tenants to ensure organization and payments.

Last Call Exteriors, Leesburg, VA *Commercial and Residential Improvement*
03/2021 – 10/2021
Digital Marketer/Office Manager

- **Social Media/Communications/ Research Analysis:** Created, and iterated campaigns through data insights, targeted ads and user personas. Conducted competitor research; collaborated with stakeholders to execute marketing, communication, and content plans. Project managed and created all communication plans for the CEO, such as press releases, email, presentations, and advertising campaigns for Lead and Customer Nurturing for new products launches and presentations for BNI networking. Managed all product marketing plans and launches.

AVI CAREER TRAINING, GREAT FALLS, VA *Education Center*
04/2020 – 03/2021
Social Media Manager

- **Social Media/Analytics:** Managed social media reports, KPIs and OKRs were achieved; adjusted campaign strategy based on datasets against OKRs and KPIs. Develop a diverse range of social media content for the Esthetician school, including photos, copy, and infographics. Ran radius advertising campaigns for events and enrollment quotas. Develop actionable plans with the CEO to grow and maintain followers.

CHRONICLE LOGISTICS LLC, Hesperia, CA *Logistics*
03/2019 – 03/2021
Digital Marketer and Website Consultant

- **Digital Marketing/Communication:** In collaboration with the CEO, created diverse content to enhance customer experience and Google display campaigns. Identified and manage website SEO, improving overall visibility while optimizing conversion rates to enhance. Produced blogs, reports, and presentations for speaking engagements.

VETERANS AFFAIRS, Leesburg, Certified Veterans Affair Caregiver, VA **03/2012 – 07/2018**

Volunteer

LOUDOUN AWAKENING, Marketing/Communications Consultant, Leesburg, VA **01/2024 - PRESENT**
GOOD SHEPHERD ALLIANCE *Mentor Program Lead/Volunteer Organizer* Leesburg, VA **08/2023 – PRESENT**

Education

ASHFORD UNIVERSITY, Bachelor of Science in Marketing and Public Relations, San Diego, CA