**QUALIFICATIONS SUMMARY**

Experienced communications writer and editor with a robust background in crafting engaging and educational communications content. My expertise is in creating and updating a variety of marketing and communications material for target audiences and stakeholders:

* Blogs
* Fact Sheets
* Flyers
* Brochures
* Newsletters
* Feature articles
* Press releases
* Media toolkits (press kits)
* External and internal websites/landing pages
* Communications plans
* Editorial calendars
* Social media campaigns
* Video Scripts and storyboards
* Print and digital media outreach (story pitches)

Proficient in Google Suite, Drupal, WordPress, MailChimp, SharePoint, Salesforce, Slack, Adobe, and Microsoft Office Suite, JIRA, Confluence

**PROFESSIONAL EXPERIENCE**

**Marketing Strategy & Communications Consultant (Remote)**, Knowesis Fairfax, VA 11/2019 – Present

* Working on a contract for Veterans Affairs based in Washington, D.C.
* Develop and implement a marketing & communications campaign to transitioning Servicewomen
* Develop a media toolkit and marketing materials including flyers, brochures, digital banners, posters, feature articles, testimonials, and newsletters
* Research, write, edit, and QC a variety of communications collateral
* Create social media content for Twitter, Facebook, LinkedIn, RallyPoint
* Coordinate outreach and editorial schedules for all publications

**Communications Manager**, Copper River IT Chantilly, VA 10/2018 – 11/2019

* Performed work for a Transportation Security Administration (TSA) contract in Annapolis Junction, MD
* Served as the communications lead on the TSA technology infrastructure modernization program (TIM)
* Edited and proofread content in TIM Program presentations, documents, and files
* Filed and archived TIM Program documents on the TIM SharePoint (iShare) website
* Scheduled and coordinated Agile Sprint Planning and stakeholder meetings
* Managed the TIM Communications Outlook mailbox
* Developed quality, professional communications artifacts, which included program briefing decks, training materials, business memoranda, email communications, and program standard operating procedures
* Held an active Public Trust Security Clearance

**Communications Analyst (Partially Remote)**,Highlight Technologies Fairfax, VA 10/2016 – 10/2018

* Served as lead writer on a communications contract with the General Services Administration (GSA) Integrated Award Environment (IAE) division in Washington, D.C.
* Held an active Public Trust Security Clearance
* Drafted and implemented various internal and external communications plans for the IAE Division at GSA
* Collaborated with communications team on the development of a social media campaign—analyzed trends on Twitter and LinkedIn; created messages and strategy for Twitter and LinkedIn posts
* Produced regular occurring articles for each edition of the quarterly [IAE Digest e-Newsletters](file:///C:\Users\Sherri\Documents\gsa.gov\iaenewsletter); created and published blogs in GovDelivery to reach more than 23,000 [IAE Interact Community](https://interact.gsa.gov/group/integrated-award-environment-iae-industry-community) subscribers
* Worked with the change management team and subject matter experts to develop internal communications content for the GSA InSite (GSA InSite), fact sheets, press kits, and GSA.gov website
* Proofread and edited all public-facing messaging for accuracy, clarity, and brand consistency
* Wrote scripts for GSA YouTube videos about beta.SAM.gov
* Completed two training courses for Drupal and Sitecore content management systems; provided web content management support to IAE Division page owners
* Updated and organized content on www.gsa.gov/iae parent and child pages, added and deleted files, updated expiring pages, and analyzed web analytics data
* Assisted with the design, coordination, and management of the IAE Industry Day events to include notifications, registration, and logistics
* Managed and updated the IAE Editorial Style Guide by ensuring standardization through the program
* Developed and edited a wide variety of presentations, speeches, briefing materials, infographics, and external correspondence for official use
* Monitored the program's email correspondence mailbox and responded to inquiries from various users

**Freelance Writer/Consultant (Remote)** 5/2016 – 12/2016

* Wrote fresh new copy and engaging articles for a website to build brand awareness
* Proofread and edited business plans for a new online company
* Developed content and layout for monthly electronic newsletters

**Global Proposal Writer (Remote)**, Blackboard Inc. Washington, DC 5/2011 – 5/2016

* Managed the RFP process for multiple products and markets, acting as the single point-of-contact and project lead for all assigned proposals
* Created comprehensive project actions and led project teams to ensure timely/persuasive bid responses
* Completed 70 RFPs in 2015 and achieved a win ratio in the top 50% of my team in 2014
* Developed and implemented a new workflow process for the global RFP Team
* Built a content database with 300+ Q&A pairs for the web conferencing tool (Blackboard Collaborate)
* Responsible for the life cycle of creating and updating standard content quarterly and upon request
* Maintained and updated Cover Letters, Executive Summaries, and a Specifications Document to support new product releases and corporate positioning
* Collaborated with the global sales team and subject matter experts on each RFP
* Contributed to internal communications by drafting weekly team updates for the Sales eNewsletter
* Coordinated Compliance review and approval of RFP content
* Developed content for a Sample RFP Template for the web conferencing tool (Blackboard Collaborate)
* Assisted with the production of a new Global RFP Style Guide
* Provided ongoing training of new writers on existing and new processes
* Received an Outstanding Achievement bonus in April 2016

**National Accounts Proposal Writer**, UnitedHealth Group Columbia, MD 8/2008 – 5/2011

* Lead proposal efforts for the Ancillary Business Unit (OptumHealth Specialty Benefits), including dental, vision, and stop loss health insurance
* Collaborated with numerous departments and subject matter experts (SME) to research difficult questions and develop clear, concise, and accurate responses
* Served as the company’s liaison at annual benefits fairs for major government clients

**RFP/Special Correspondence Writer**, T. Rowe Price Owings Mills, MD 8/2002 – 8/2008

* Managed the RFP process for retirement plans, acting as the single point-of-contact and project lead for all assigned proposals
* Shadowed and assisted the senior copywriter on writing projects
* Participated in brainstorming sessions for marketing collateral with the communications consultants, copywriters, and other stakeholders
* Created quarterly newsletters, brochures, and participant retirement statement inserts
* Developed online articles for the T. Rowe Price website

**EDUCATION**

**Bachelor of Science in Business Administration/Marketing**, Towson University, May 2002