Mia Spain

Reston, VA | 571-214-8446 | mespain27@gmail.com www.linkedin/com/in/miaspain

# Marketing Communications Analyst

Aids in the planning, development and implementation of marketing and advertising strategies and activities to support energy efficiency efforts with utility clients. Helps clients and communities use less energy, save money and help the environment through the development, implementation and refinement of sound marketing and outreach initiatives. Areas of expertise include:

Unified Communications | Web Development | Social Media | Email Marketing | Media Monitoring| Photography | Videography | Video Editing | Photo Editing | Social Media Training |

# Education

## MASTER OF SCIENCE in media studies & practice| 2017 | Lynn University

## BACHELOR OF SCIENCE in media & communications | 2014 | Radford University

# Experience

## MARKETING & COMMUNICATIONS ANALYST | ICF | DECEMBER 2018

* Responsible for creating multiple marketing, communications, and training materials for USPS employees about distinct mail tracking tools on Informed Visibility.
* Create internal marketing materials and email blasts designed to promote new tools, ensure compliance, and keep all USPS employees informed
* Create technical instructional reports and Standard Work Instructions regarding web tools and USPS procedures.
* Create detailed instructional training scripts and videos on new web tools as well as new procedure trainings. These videos are used as part of the official training certification program for USPS employees.
* Training includes creating digital user manuals, conducting webinars, and producing video tutorials.
* Regularly work with top Executives across departments within USPS to ensure accurate, timely, and cohesive communications.

## Communications Coordinator Contractor | Hester group | Sept 2018 – DEC 2018

* Developed effective and comprehensive communications strategies that align with the strategic goals of the Chaplain Corps Communications plan while utilizing print, video, and audio platforms for Chaplain Corps events
* Created and manages professional engaging, exciting and educational content for the U.S Army Chaplain Corps social media pages
* Used approved industry standard media monitoring tools to identify potential risks associated with Chaplain Corps actions and assess public communications and perception vulnerabilities to Religious Support Operations

## Collaboration engineer | mitre corporation | april 2017 – september 2018

* Evaluated features and functionalities of existing installed products that improved the user experience
* Created online marketing content for new conferencing and collaboration features and products, resulting in increased usage percentages
* Became face of Enterprise Computing, Information, and Security team by assisting internal employees with utilizing all conferencing and collaborative products.
* Assisted Product Managers with Office365, Internet Explorer and EMS Reservation System.
* Served as liaison between IT Help Desk and Enterprise, Computing, Information, and Security Corporate staff.

**SECURITY CLEARANCE ACTIVE SECRET SECURITY CLEARANCE OBTAINED FEBRUARY 2018**