

Shanika Boyd

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U.S. Citizen • Schedule A – Individuals with Disabilities

Creative Director & Marketing Strategist

Confident and articulate Creative Director with over 18 years in the marketing industry. Proven success improving ROI and increasing customer engagement through multi-faceted marketing campaigns, developing comprehensive marketing strategies, and managing product launches that increase brand awareness. Excel at collaborating with multiple stakeholders to determine target audiences and create strategic go-to-market communication plans that align with the organization's priorities and initiatives. Problem solver and critical thinker who can analyze complex issues and present effective solutions.

WORK EXPERIENCE

Department of Education – Washington, DC. Hours Per Week: 40.

Communications Specialist (12/20 – Present)

Key Skills: Strategic communications planning, 508 Compliance, Graphic Design, Multimedia Design, Video, Strategic Messaging Planning; Integrated Marketing Plans; Data Visualization and Brand Management; Digital Integration and Design Effectiveness; Event Planning; Public Relations; Social Media Marketing; Market Research and Analysis; Campaign Management; Needs Assessment, Resource Management, Content Marketing Strategy, Budgeting

Providing consultation and support to senior management and staff in the strategic planning, development and implementation of broad, integrated, and comprehensive communications that support OCTAE's mission priorities, initiatives, programs, national activities, and projects.

Creating, writing, testing, and disseminating audience-based products, tools, and key messages using multiple communications channels (i.e., written, electronic, and audiovisual formats) to convey complex information about the organization's missions and programs, such as newsletters, reports, blogs, talking points, fact sheets, brochures, press briefings, media releases, position and policy statements, etc. that are valid and consistent with objectives, and are based on communication theory and principles. Managing and maintaining the Office's social media presence in accordance with Departmental social media guidance.

Providing and updating communications related content on the public facing OCTAE website, blogs, etc., designed to promote the work of Office. Develop and produce online content and programming for agency website, social networks, and podcast; write in plain language for the web, create multimedia content, using a Content Management System (CMS), and utilize social media and online publications to promote Agency and its program offices.

Use multimedia software such as Adobe Creative Suite, especially Adobe Audition, Photoshop, and Premiere, to prepare content and publish to the web through a CMS.

Pitch ideas, copywriting, recording interviews, and editing audio for Agency channels and work closely with Program office staff to distribute communication products across appropriate online channels.

Assist in the management of Agency websites ensuring accuracy of information while promoting web best practice; provide technical and analytical guidance on new web initiatives and requirements and evaluates and recommends the most advantageous methods to present content.

Selected Contributions:

- Nominated to service as Technical & Design Expert on Digital Council
- Diversity Change Agent
- Equity Summit Subcommittee Chair
- Designed Agency Presentations
- Head of Content Revitalization

George Mason University, Fairfax, VA, USA. Hours Per Week: 40.

Marketing Manager (11/2017 – 11/2020)

Key Skills: Strategic Market Planning; Integrated Marketing Plans; Data Visualization and Brand Management; Digital Integration and Design Effectiveness; Event Planning; Public Relations; Social Media Marketing; Market Research and Analysis; Campaign Management; Needs Assessment, Resource Management, Content Marketing Strategy

Manage university's integrated marketing/branding initiatives. Develop organizational comprehensive marketing and communications strategy in collaboration with senior management, faculty, and staff. Design, plan, and execute annual integrated marketing and communications plans including related budget development, market research, strategic marketing planning, digital strategy, and ROI. Lead marketing and promotion of CVPA's academic programs, events, fundraising campaigns, and coordinate community outreach efforts to cultivate public relations, sponsorship initiatives, and student recruitment. Oversee creative design and copywriting for digital and print media, in addition to, internal and external communication including website, social media, PR, and community engagement. Serve as primary contact for news items and publicity opportunities for CVPA faculty, alumni, and students. Utilize various resources to manage and execute web development, print and online advertising campaigns, magazine production, and other media. Promote CVPA student and faculty performances, exhibitions, and events to increase attendance, ticket sales, and increase visibility of the arts (and CVPA) on George Mason Northern Virginia campuses, including awareness of and participation in free student ticket program at university's performing arts centers, galleries, and film venues. Research, participate in, and sponsor public relations opportunities to elevate the university's image including outreach to local and national media, trade, and professional organizations. Assess advertising needs of different programs, centers, and projects and develop and execute marketing strategies in collaboration with program directors. Write, edit, and copy content for print and digital communications.

Selected Contributions:

- Member of several college committees including the University Marketing Committee, GRAC Committee,
- Chair of CVPA Communications Committee.
- Enrollment Group committee

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Equivity VA, San Francisco, CA, USA. No Immediate Supervisor. Hours Per Week: 20.

Marketing Strategist (05/2018 – Present)

Key Skills: Advertising Strategies; Internet Marketing; Brand Development; Digital Campaign Management; Market Research and Analysis; Content Marketing

Managed sales and marketing including developing strategic business plans, ensuring overall profitability, revenue growth, maximum market penetration, brand awareness, sales, leads, and client satisfaction for Information Technology Companies. Conduct thorough market research to identify new opportunities and consumer preferences for promotion of advertising campaigns. Establish specific marketing goals that align with organization's direction and business goals. Use innovative ideas to create new marketing strategies, projects, and marketing plans and to promote brand and products. Serve as Webmaster to ensure that information published is valid and current and in compliance with web content policies. Promote brand and products via digital campaigns to increase brand awareness and web traffic. Gather and utilize consumer feedback to guarantee client satisfaction and for campaign improvement and enhancement.

Florida International University – College of Engineering & Computer Science, Miami, FL, USA. Supervisor: Mercy Rudeas, (305) 348-2801. Hours Per Week: 40.

Marketing Account Manager (05/2016 – 11/2017)

Key Skills: Portfolio Management; Integrated Marketing Plans; Event Planning; Public Relations; Social Media Marketing; Market Research and Analysis; Campaign Management; Advertising Strategy; Creative Design; Copy Writing; Internet Marketing

Developed, wrote, and implemented social media and advertisement strategy for college and division of external programs. Supervised team of social media specialists and provided direction on social media and web postings. Established multi-media campaigns achieving maximum exposure for college activities and programs also introduced graphic standards. Established KPI's and analyzed metrics on integrated digital strategy for maximum engagement. Managed marketing budget, set goals, and calculated ROI for ad spending. Coordinated print communication, and writing and editing of publications, newsletters, magazines, annual reports, and brochures. Collaborated with Department Chairs on marketing process and advertising programs in ECE. Provided direction to senior management and staff on strategic planning, development, and implementation of communications plans that support university priorities, initiatives, and programs. Designed visuals and video collateral for social media and digital marketing. Implemented advertising strategy utilizing radio, television, email, newspapers, magazines, search engines, and other printed and electronic media.

Executed several communication programs including public website copy, electronic newsletters, magazines, and various publications.

- Served on Logistics Industry Board as Co-chair

State Department Federal Credit Union, Alexandria, VA, USA. Supervisor: Carrie Schaffer,

Marketing Campaign Specialist (01/2016 – 05/2016)

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Key Skills: Project Management; Strategic Market Planning; Integrated Marketing Plans; Digital Integration and Design; Public Relations; Social Media Marketing; Market Research and Analysis; Campaign Management; Budget Management; Concept Development

Served as project manager for marketing campaigns by coordinating, building, defining target audience, and assuring quality of all outbound campaigns including email marketing, SEO, Web/Mobile/Print Ads, social media, direct mail, and radio. Collaborated with internal stakeholders on campaign proposals. Designed advertising strategy and provided creative direction, concept development, and campaign deliverables using Adobe Creative Suite. Analyzed campaign results and made recommendations to enhance and improve each campaign to increase consumer participation and ROI. Oversaw vendors including Ad agencies, media companies, and strategic partners.

Life After Military Alliance Fairfax, VA, USA. Supervisor: Donna Newman-Robinson, (301) 529-5896. Hours Per Week: 40.

Marketing Manager (03/2010 – 12/2015)

Key Skills: Advertisement Concept Creation; Integrated Marketing & Strategic Planning; Data Visualization; Brand Development; Digital Design Integration; Social Media Marketing; Market Research and Analysis; Campaign Management; Internet Marketing; Resource Management

Managed team of two marketing specialists. Lead planning and execution of email marketing programs and triggered email campaigns. Set targets, monitored KPIs, and established mechanisms to measure multiple campaigns across many channels. Developed advertising concepts and optimized lead management systems. Drafted, implemented, and managed social media brand strategy and utilized Word Press and Adobe Creative Suite to create all social media content for LAMA including blog and website. Produced business analyses to present to shareholders and recommended product and critical business strategies to Executive Management Team. Conducted market research and analysis for new market opportunities and sales channels. Used Google Analytics, Google Webmaster Tools, Facebook insights, and other research data to prepare reports and analyze effectiveness of social media content. Managed marketing budget by optimizing resources to ensure best ROI. Designed content for webinars, website, blog, YouTube, social media platforms, and Landing pages.

Selected Contributions:

- Developed Brand Strategy that increased Facebook “likes” to 1600+.
- Member of several college committees including the University Marketing Committee, Marketing and Communications Committee, and CVPA Communications Committee.

USA. Supervisor: Bill Hudson, (818) 397-6320. Hours Per Week: 40.

Marketing Consultant (01/2004 – 02/2010)

Key Skills: Marketing Campaign Strategy; Contract Proposal; Content Design & Development; Social Media Marketing; Direct Marketing; Campaign Management

Administered all social media, traditional, and direct marketing campaigns and initiatives for agency execution, as well as managed email list servs. Handled intake calls and drafted contract proposals to gain potential clients. Created content and designed Facebook and Twitter cover pages. Oversaw external agencies and vendors.

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EDUCATION

Master of Fine Arts in Media Design and Technology

Full Sail University, Winter Park, FL

- 125 semester hours
- 3.65 GPA

Bachelor of Science in Business

Full Sail University, Winter Park, FL

- 125 semester hours
- 3.65 GPA

JOB-RELATED TRAINING

Advanced Internet Marketing Strategies, Facebook, LinkedIn, SEO – Audience Metrics – Brand Development – Business Blogging – Business Ethics & Social Responsibility – Business Law – Business Technology & E-Commerce – Defining Client Needs – Design Integration – Design Research – Design Strategies & Motivation – Digital Storytelling & Branding – E.B. Marketing & Strategic Planning – Effective Copywriting & Communications – Entertainment Business & Entrepreneurship – International Business – Internet Consumer Behavior & Analysis – Internet Marketing Campaign Development – Internet Marketing Fundamentals – Internet & the Law – Leadership & Organizational Behavior – Local Marketing – Mastery Personal Development & Leadership – Measuring Design Effectiveness - Mobil Marketing – Multi-Platform Delivery – New Media Marketing – Organizational Structures – Presentation of Design Solution – Principles of Macroeconomics – Professional Selling – Seven Habits of Highly Effective People – Strategic Public Relations – Twitter Essentials – Video Marketing – Web Analytics & Optimization – Web Design & Usability

PROFESSIONAL & COMMUNITY ASSOCIATIONS

Multimedia Designer CURED Foundation – Member (2019 – Present)

American Marketing Association (ACM) – Member (2004 – Present)

Institute of Electrical and Electronic Engineers (IEEE) – Member (2001 – Present)

FIU College of Engineering & Computing Logistics and Enterprise Management Industry

Advisory Board – Member (2017)

IWomen of Full Sail University – Member (2009 – 2012)

PUBLICATIONS/PRESENTATIONS

www.digitalmarketeranddesigner.com

Content Marketing - Logo Design and Brand Identity - Digital and Social Media Campaigns - Email Marketing - Print Design - SEO - Social Media Strategies & Campaigns - Video Content Marketing - WordPress Web Design

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ADDITIONAL INFORMATION

Technical Proficiencies:

WordPress, Umbraco, Adobe Creative Suite, Marketo, Salesforce/TargetX, Radius, Mail Chimp, Constant Contact, Lead Pages, Coodigo, Drupal, Microsoft Office, Shopify, Survey Monkey, Basecamp, Teamwork, Google Analytics, Google Webmaster Tools, Sprout Social, Hootsuite, Hubspot, Squarespace, Emma, Click Funnels, Facebook Ads Manager, Google Ads, HTML, CSS

Certifications:

Advanced Social Media Marketing, Hootsuite – Social Media Strategist, SMMU – Content Marketing Foundations – Facebook Marketing, Advertising – Online Marketing Foundations – Learning Premiere Pro CC

REFERENCES

Donna Newman-Robinson, CEO

Life After Military Alliance, (301) 529-5896, Dnewrobinson@gmail.com
Type - Professional

Bill Hudson, CEO

B Digital Studios, (818) 397-6320, Hudson3d@gmail.com
Type - Professional

Liza Saunders, Alumni and Marketing Relations

George Mason University - School of Art, (703) 609-0061, Isaunde@gmu.edu
Type - Professional

Kelley Rose Young, Social Media Manager – George Mason University

CVPA, (540) 446-3980, Kyoung11482@gmail.com
Type - Professional

“I certify that, to the best of my knowledge and belief, all of my statements are true, correct, complete, and made in good faith.” [June 11, 2020]

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