

Alexia Avant

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COMMUNICATIONS, PUBLIC RELATIONS AND MARKETING PROFESSIONAL

Communications professional with approximately 8 years of comprehensive communications, public relations, and marketing experience in fast paced environment. Seeking to bring innovative, creative, and effective results to the PR/Communications Associate position.

SKILLS SUMMARY

| | | |
|------------------------------------|---------------------------------|---------------------------|
| Media Strategy Development | Web Content Management | Integrated Communications |
| Comprehensive Event Coordination | Media Relations Support | Relationship Building |
| Print Content Management | Advertising and Promotions | Social Media Management |
| Marketing Strategies and Campaigns | Project Coordination/Management | Public Relations Support |

TECHNICAL PROFICIENCIES

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|------------------|-------------------|-----------------|
| Adobe InDesign | WordPress | Hootsuite |
| Constant Contact | Adobe Illustrator | Prezi |
| TweetDeck | Drupal Software | ThunderClap |
| Canva | Robohead | Luminate |
| Photoshop | Microsoft Project | Microsoft Teams |
| Microsoft Office | G-Suite | Sharepoint |

PROFESSIONAL EXPERIENCE

Communications Project Manager (NIH-NIAID-VRC-Contract)

Jun. 2024-Present

Axle Informatics-Bethesda, MD

- Serve as the point of contact for all VRC tours, visits, and engagements – manage communications, logistics, and coordination, working with internal and external staff, offices, and divisions.
- Serve as point of contact for developing and managing VRC internal website (e.g., SharePoint) – gather content, help with structure/organization, draft non-technical documents, maintain content once site is established.
- Track VRC engagements (e.g., congressional visits, meetings with industry partners, key scientific conferences), maintain and update list and develop content to share with VRC leadership and senior staff for visibility.
- Assist with coordinating the production of print materials generated for multiple audiences and purposes; draft non-technical content, coordinate collection of content to be used Draft, copyedit, and circulate internal communications (e.g., all-staff emails).
- Assist with drafting and copyediting VRC internal newsletter .

Monitor internal survey/data collation tools (e.g., Microsoft Forms) used for VRC staff to submit questions/suggestions and provide updates to leadership; assist with drafting responses as needed; assist with additional surveys.

- Monitor and field media requests; coordinate with VRC staff on availability and interest in participating, request clearance for VRC staff to participate through proper channels.
- Maintain tracking systems cataloging VRC emails, social media posts, media requests, clearances, data calls, and related requests and inquiries.
- Monitor the VRC Communications inbox, respond to general requests from VRC staff, and coordinate with Communications Team members on additional inquiries and requests.
- Develop and maintain SOPs for Communications Team activities/actions.
- Manage internal clearance process for manuscript publications (coordinate initiating publication clearance requests, reviewing requests for completeness, routing for approvals, troubleshooting, and triaging questions from investigators).
- Manage VRC email distribution lists to ensure lists remain current; respond to requests to add/remove members.
- Assist with communications team special projects (e.g., Annual Reports, Flip Cards, FOIA requests).
- Coordinate and assist with special internal communications activities (e.g., employee engagement events and activities, staff celebrations, trainings, seminars, all hands meetings, retreats).
- Coordinate with other Communications Team members on activities (e.g., coordinate review or drafting of scientific and technical communications items with other team members, assist with review process for clearance requests as needed, assist with editing and copyediting of various documents as needed).
- Participate in regular and ad hoc Communications Team and other meetings.

Events Manager (Microsoft-Contract)

Apr. 2024-Jun. 2024

Soho Square Solutions-Reston VA

- Own and drive internal and external event
- Create internal communications such as newsletters, and external communications such as social media posts.
- Own and drive community programs and efforts to attract, retain and empower technical talent in the DC Metro area.
- Performed general office duties such as ordering supplies, maintaining records management systems, and performing basic bookkeeping
- Prepared invoices, reports, memos, letters, financial statements, and other documents.
- Filed and retrieve corporate documents, records, and reports.
- Open, sort and distribute incoming correspondence, including emails.
- Prepared responses to correspondence containing routing inquiries.
- Enable community building and professional growth opportunities across the organization.

- Supported efforts to expand our talent pipeline in new areas, especially cleared talent.
- Identified and develop relationships with local professional organizations, educational institutions, and technical communities to build Microsoft's brand as the employer of choice.
- Help develop and implement a DC metro area philanthropic initiative.
- Built and lead initiatives that advance D&I goals to recruit, retain, develop, and improve workplace culture for under-represented groups.
- Coordinated engaging and interactive events or Sprinterns and interns .

Marketing Specialist Dec. 2023-Mar. 2024 SMACNA – Chantilly, VA

- Supported the Marketing and Communications team
- Provided daily communications support and assist in developing and creating engaging content for various platforms, including social media, podcasts, videos, print, and website updates for weekly publications
- Assisted in monitoring, scheduling, and curating content for social media channels, including Facebook, Twitter, Instagram, TikTok, and other relevant platforms.
- Created content using Canva, Adobe Illustrator, and Adobe InDesign to create graphics, presentations, and internal documents
 - Supported the communications team in building and maintaining relationships with media outlets, journalists, and influencers.
- Assist in preparing press releases, media kits, and responding to media inquiries.
- Prepared regular weekly reports to track key performance indicators and provide insights for improvement using Google Ads for the bookstore
- Updated the website weekly and assisted in managing 10 Chapter websites using Kentico
- Tracked all upcoming projects and tasks for the team using Trello

Senior Consultant (Short-term contract)

Guidehouse – Rosslyn, VA

Jun. 2023-Oct.2023

- Supported the Office of Talent and Organizational Development for the Federal Transit Administration
- Provided communications support for learning and talent development programs with an emphasis on leadership and DEIA initiatives
- Created and managed communications content that will proactively engage FTA stakeholders, including web content, blogs, emails, general one-pagers, awareness campaign materials, key messages and talking points, and presentations
- Maintained and updated annual workforce engagement communications calendar
- Developed communications approach for socializing learning opportunities for both existing programs and to include newly developed programming
- Edited content and ensure accuracy of client monthly publication by interfacing with client staff and design department for on-time delivery
- Ensured that all planned communications are sent, posted, or distributed per the communications calendar; provide ad-hoc communications support as requested by client
- Collaborated with staff across work streams to support the client and project team in the development and implementation of strategic communications
- Actively support business development activities to help identify, research, and pursue opportunities for new / existing clients
- Contributed to development of team's industry acumen and capabilities through contribution to internal firm initiatives

Project Coordinator

Alfred Street Baptist Church-Alexandria, VA

Aug. 2021-Oct. 2023

- Worked closely with the Director of Communications and Marketing in developing and executing a comprehensive marketing and outreach strategy
- Coordinated the production of marketing communications materials including setting and tracking priorities for marketing jobs in progress, including assigning deadlines for diverse project elements to internal production staff and external contractors.
- Worked with internal clients to develop project timelines and ensure clients provide materials and information within timelines successful project completion.
- Prepared advance production timelines and plans for recurring projects.
- Acted as project lead for regular recurring projects, and for some ad-hoc projects, as needed.
- Acted as liaison between marketing creative team, vendors and internal clients for consultation, content finalization and delivery of electronic materials for production
- Ensured that the ASBC's website is refreshed on a predetermined schedule to include coordination with creating new pages, posting new content, and proactively providing general ideas for improvement;
- Managed the schedule and workload for all vendors and consultants for the communications department.
- Coordinated with members of the ASBC team on organization wide projects, and create and execute communication schedules
- Regularly and proactively engage with online audiences, assist with media monitoring efforts, and interpret analytics and metrics;
- Conducted outreach to the community, other churches and national media outlets, as needed
- Drafted correspondence, copy edit and proofread materials as requested; and provide general administrative support for the team, as needed.

Project Coordinator

ProSource360 - Washington, DC

Aug. 2019-Mar. 2021

- Developing a client-tailored solution for improving employee professional development and leadership skills with a diversity and inclusion focus
- Documented and following up on important actions and decisions from meetings
- Prepared necessary materials for meetings
- Assisted with creation of Business Resource Groups and volunteer activities for client
- Used research methods in asset mapping, needs assessment, qualitative and quantitative analysis, monitoring and evaluation, and data visualization to promote concise communication and define clear objectives across team and client organizations.
- Co-develops RACI matrices, strategic program plans, project development plans, SWOT analysis, logic models, program theory charts, user - story diagrams, ROI analysis, executive briefings, event budgeting, event management and coordination
- Conducts research on workforce market forces, client focus groups, individual interviews and programmatic software alternatives
- Maintaining Strategic program plan, weekly reports and Integrated Master Schedule (IMS)
- Created content for quarterly D&I newsletter for client via Sway and Adobe Illustrator/InDesign

Program Administration Specialist

US Department of Commerce – Washington, DC

Sept. 2018 – Aug. 2019

- Reviewed surveys assigned to parties automatically and manually for accuracy and linkages to other previously assigned requirements, as well as parties with newly created entities to determine if they are subject to existing enforcement screens
- Created, maintained, and reviewed paper and electronic filing systems for personnel records
- Provided programmatic support to ensure that agency achieves organizational goals in the timeliest and cost-effective manner
- Provided survey compliance reviews, data analysis, and develop presentation slide decks to depict analysis conducted

Media Coordinator

Jan. 2018 - Sept. 2018

Discovery Communications -Silver Spring, MD

- Helped manage four networks within Discovery Communications, serving as a liaison between M360 staff and marketing teams
- Scheduled promos and graphics for Science Channel, Destination America, Discovery Channel and American Heroes Channel as well assist with creating media plans
- Attended monthly meetings to prepare for show roll outs as well as the promotion of various shows within the Discovery network
- Monitored trends, created and scheduled content calendars in Microsoft Excel and analyzed results

- Assist Media Strategist and Media Director in developing and executing media plans, compiling post analytic data and post reports
- Answer discrepancy reports from the broadcast center regarding on-air scheduling and secondary event implementation during on and off hours
- Compiled reporting from social media in order to produce analytical data from viewers

Event Production Assistant

Dec. 2016- Aug. 2023

The Wave USA- Washington, DC

- Assisted in producing and collaborating with other businesses between 40-50 events per year for The Wave USA. Events ranging from networking events to galas to large scale group vacations for the millennial audiences in 25 different cities
- Assisted with social media promotion on various sites to curate ticket sales for events and to help drive traffic to the webpage
- Communicating all budget, space and vendor progress with the clients
- Create presentations for clients for prospective events
- Curated weekly social media post to interact with consumers and to inform them of events with the organization and our partners via Facebook, Instagram, Twitter and GroupMe
- Assisted with monthly podcast, Facebook Live and Instagram Live events to promote brand awareness and to keep consumers engaged

Digital Media Account Coordinator

Jun. 2017-Dec. 2017

CDR Fundraising Group-Bowie, MD

- Helped manage the fourth largest account in company, serving as a liaison between company staff, client channel marketing teams
- Defined client requirements and project parameters to help guide project teams during jobs. Adhered to budgets and communicated updates to client teams
- Managed data feeds for advertising results, provided exception reports, ensured that ads ran as scheduled, resolved discrepancies, and compute the traffic trends
- Assist with the creation and routing of all campaign assets including but not limited to email copy and template creative, landing page copy and art, and digital advertising creative
- Assisted with creating ads that would appear on various web pages and social media sites like Facebook and Instagram
- Assist with the testing and quality assurance for advertising, email and landing page assets for digital marketing campaigns
- Maintain and report on email trends through CDRFG client competitor email tracking tool

EDUCATION AND TECHNICAL PROFICIENCIES

Virginia State University – Petersburg, VA

Bachelor of Art in Mass Communications, May 2016

Minor: Marketing