



Stefanie Brown, MA, APR

Communications Strategist | Writer | Brand Advocate

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SKILLS SUMMARY

Experienced communications professional with more than 10 years experience in public relations, advertising and marketing. Able to translate business objectives into tangible communications strategies. Exceptional writing abilities with a solid understanding of writing and generating content for SEO, blogs and social media. Experienced with major brands such as Walmart, VCU Health, Kindred Healthcare and ITT.

- Strategic Communications
- Advertising
- Event Management
- Media Pitching
- Social Media
- Writing
- Tradeshow Management
- Brand Management
- Internal Communications
- Public Relations
- Web Content Curation
- Data Analytics

CAREER HIGHLIGHTS

- Successfully planned a multi-faceted internal and external communications strategy for 50th anniversary of the world's leading night vision provider, including an event with more than 1200 attendees.
- Selected as one of four ITT employees to assist in the planning of the ITT Executive Leadership Forum for the top 300 executives from across the globe.
- Developed assets in film for the Embassies of France to create awareness of international climate change issues at the U.N. Conferences across North America and in Paris, France while a Masters student at Full Sail University. Awarded second place in the film category.

PROFESSIONAL EXPERIENCE

DIRECTOR OF RECRUITING AND RETENTION:

June 2019 - Present

Lawrence Companies, Roanoke, VA

- Lead, develop and manage an ambitious high-performing recruiting and retention team.
- Identified threats to retention and created retention-focused culture with operations
- Provided leadership in examining recruiting and retention issues and developed programs to counter
- Developed retention program that decreased driver turnover by 27%
- Decreased advertising spend by more than 50% while still attracting top candidates

RECRUITING CONTRACTOR:

February 2019 - June 2019

Lawrence Companies, Roanoke, VA

- Evaluated current practices and made recommendations that enabled Lawrence Companies to achieve driver recruiting goals and increase retention.
- Identified overall brand for company's recruiting strategy to improve recruiting advertising and build brand.
- Improved recruiting software optimization.
- Improved candidate conversion to hire.
- Determined appropriate metrics for recruiting team and implemented recommendations.

STRATEGIC COMMUNICATIONS ACCOUNT EXECUTIVE:

February 2015 - November 2018

ndp, Roanoke, VA

- Worked with clients and internal teams to develop and implement integrated strategic communications plans to advance clients' brand and message through media relations, social media, public relations and marketing.
- Developed comprehensive communications strategies that define and promote brands.

- Identified opportunities to grow business through paid and nonpaid social media strategies, while helping businesses uncover their social media brand personality and voice.
- Identified opportunities to grow clients' business through paid and nonpaid social media strategies.

MARKETING COMMUNICATIONS SPECIALIST:

March 2010 - February 2015

Optical Cable Corporation, Roanoke, VA

- Turn technical, jargon-filled descriptions into dynamic copy for press releases, collateral materials and editorials.
- Manage the development of technical and editorial opportunities, resulting in increased media presence.
- Trade show coordination, including pre-show marketing. Attend shows furthering corporate relationships.
- Write scripts for product videos, art direction for video projects and internal video presentations.
- Actively engage local and trade media via traditional and social media regarding OCC's products and people.

INTERNET MARKETING SPECIALIST:

October 2007 - February 2010

ITT Night Vision, Roanoke, VA

- Provided direction of external website and creative efforts for world's leading night vision technology provider.
- Provided internal communications strategies and tools to inform and engage more than 1200 employees over 5 shifts, both union and non-union.
- Community relations ambassador for ITT's philanthropic activities within the community.
- Managed efforts of two external creative agencies and collateral materials for two markets.
- Collaborated with executives to facilitate communications, including messaging and speech writing.
- Developed and managed large annual communications budget.
- Managed event planning activities, including coordination of several events for Night Vision's 50th anniversary, culminating in an event for all employees and family with more than 2500 attendees.

EDUCATION

MASTER OF ARTS IN PUBLIC RELATIONS - Full Sail University, Winter Park, FL

BACHELOR OF ARTS IN JOURNALISM - Marshall University, Huntington, WV

TECHNICAL EXPERTISE

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|-------------|--------------------|---------------|--------------|
| • InDesign | • PhotoShop | • Illustrator | • Live Video |
| • Hootsuite | • Video Production | • Hubspot | • Wordpress |
| • Facebook | • Snapchat | • Twitter | • LinkedIn |

ASSOCIATIONS

Roanoke Valley Advertising Federation Member 2002 - 2019, President 2016-2018

Blue Ridge PRSA Member 2015 - 2018

Science Museum Board of Trustees, Marketing Chairperson 2011, Events Chairperson 2012

Roanoke Valley Start! HeartWalk ITT team captain 2008 - 2011

PROFESSIONAL HONORS

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|---|------------------|
| • Advertising Person of the Year, AAF Roanoke | 2018 |
| • Achieved Accreditation in Public Relations | 2016 |
| • AAF National Club Achievement Award for Public Service | 2013, 2015, 2016 |
| • PRSA Summit Awards (2), Silver, Social Media, Community Partnerships | 2015 |
| • Full Sail University PRMA Class Valedictorian | 2014 |
| • Full Sail University PRMA Advanced Achiever Award | 2014 |
| • AAF American Advertising Award, Silver, Tradeshow audio/visual presentation | 2013 |
| • Virginia Press Association Advertising Awards | 2002, 2003, 2005 |

REFERENCES available upon request. Previous Secret Security Clearance.