

Bria White

Communications & Public Relations

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Bria White is a skilled Public Relations (PR), Communications, and Copy Writing professional with a track record of delivering intuitive digital experiences that drive results. As a strategic storyteller and systems thinker who can concept and craft smart, world-class campaigns across a variety of mediums, Bria's background in local TV broadcast news brings a unique perspective to her work.

She is adept at managing multiple projects and collaborating with diverse stakeholders, including corporations, federal government agencies, and entrepreneurs. Bria is passionate about helping her clients grow their presence and impact, and she excels at developing content and communication plans that achieve their goals. Her expertise has been instrumental in supporting multimillion-dollar government contracts, personal brands, and startups.

Bria is consistently inspired by new trends and emerging technologies, including artificial intelligence (AI), and can integrate them into intuitive digital experiences. As someone who is entrepreneurial, collaborative, hungry, and humble, Bria effectively articulates ideas and supports marketing colleagues and corporate stakeholders, and inspires teams and mentors junior creatives by providing clear direction and constructive feedback.

PROFESSIONAL EXPERIENCE

June 2021 - Present

Sr. Marketing & Communications Manager

Titan Alpha

- Led client projects in branding, marketing, communications, events, social media, awards, PR, media relations, product development, website, video, and campaigns for federal and corporate clients.
- Developed integrated strategic marketing and communications plans, managed their implementation, and measured and reported on results.
- Worked with federal government entities, supporting the Department of Veterans Affairs (VA) or Veterans Health Administration (VHA) and the National Institute of Health (NIH) with solid proficiency in MS Word and Excel and excellent deck-building/PowerPoint skills.
- Developed speeches, talking points, and social media posts for senior-level clients.
- Created engaging video and graphic design content using Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator) and Canva to support branding, marketing, and communications efforts.
- Worked alongside creative directors to concept and oversee the production of bold, innovative, award-winning campaigns and digital experiences.
- Change Management experience: Proven ability to develop and implement change management strategies that facilitate smooth transitions, minimize resistance, and maximize adoption of new processes, systems, and initiatives using ADKAR/Prosci principles.

October 2020 - June 2021

Communications Manager

U.S. Department of Transportation (Contractor)

- Developed and implemented the communications research, objectives, goals, strategies, tactics, and evaluation for the U.S. Dept. of Transportation's Turner-Fairbank Highway Research Center (TFHRC) strategic communications plan.
- Directed a team of writers, editors, specialists, and designers to create various communications materials for multiple channels.
- Managed a \$15M budget for the Federal Highway Administration and oversaw 50 personnel to produce technical publications and digital marketing products.
- Conducted market research and analyzed data to develop communication strategies and evaluate collateral.

KEY SKILLS

- Adobe Creative Suite (Photoshop, Premier/Final Cut Pro, Illustrator, InDesign, After Effects)
- Workflow Management (SharePoint and ServiceNow)
- Content Management Systems (CMS - Drupal, WordPress, Wix, Shopify, Squarespace)
- Copy Writing & Storytelling (Including AP Style)
- Social Media Management Systems (HootSuite, Buffer, Sprout Social, Planoly)
- Project Management Systems (Microsoft Teams, Asana, Trello, Basecamp)
- Web Design and Section 508 Compliance
- Diversity, Equity, and Inclusion
- Event Planning and Execution
- Internal and External Communications (PR, media relations, corporate, crisis communications)
- Email Campaigns (GovDelivery, MailChimp, HubSpot, ConvertKit)
- Creative and Strategic Thinking
- B2B SaaS Marketing and Growth-stage Startup Environments
- Relationship-building Skills with Internal and External stakeholders
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Change Management

EDUCATION

**Bachelors of Science (B.S.) in
Mass Communications**

Virginia Commonwealth University at

- Developed brand guidelines and visual standards to ensure all agency communications aligned with the mission, vision, and values.

May 2019 - May 2020

Marketing and Communications Manager

U.S. Department of State (Contractor)

- Crafted print and digital materials, videos, and social media content for the US Dept. of State that effectively communicated key messaging to target audiences internationally.
- Facilitated collaborative initiatives between the US government and international private and civil sector society to create in-country networks, driving event participation levels up by 40% in one year.
- Developed tailored communications programs to engage 10K+ global start-up businesses, resulting in millions of revenue increases and sustainable impact on local economies
- Analyzed marketing and communications performance data to report quarterly and provided context for Congress with a graphically produced Annual Report.

October 2014 - March 2021

Multimedia Journalist and News Reporter

Journalism

- *Reported on high-profile local, political, and national news stories online and on live TV full-time at CBS, PBS, and Fox News stations in Washington, DC, Baltimore, MD, Richmond, VA, and Charlottesville, VA.*
- *Researched and produced freelance featuring new stories for the Atlanta Black Star for online distribution.*
- *Utilized AP Style writing and storytelling*

June 2014 - November 2014

Production Engineer

WRIR Richmond Independent Radio

- *Utilized Adobe editing systems to engineer sound for studio recordings with the host and guests, guaranteeing high-quality broadcast audio for live and recorded radio.*

May 2013 - October 2014

Tenure and Promotion Review Committee

Virginia Commonwealth University

- *Evaluating faculty portfolios and providing feedback on their research, teaching, and service activities, which required a critical eye for detail and the ability to assess the effectiveness of visual and written communication.*
- *Maintained and cross-referenced VCU's requirements and academic policies related to Tegna and promotion, ensuring that evaluations were consistent with institutional standards and expectations. And expectations.*
- *Collaborated with other committee members to make evidence-based decisions that were fair, objective, and consistent while also informing internal and external audiences at conferences in meetings of updates and timelines.*

December 2012 - September 2014

Billing Administrative Assistant

Total Anesthesia LLC

- *Coordinated with insurance companies in healthcare providers to ensure accurate and timely billing.*
- *Maintained billing databases and spreadsheets, ensuring all private information was secure and accurate.*

May 2012 - September 2014

Radio Production Lead

Virginia Hispanic Chamber of Commerce

- *Produced and edited content for a weekly radio broadcast on trending topics in Spanish, reaching over 25,000 people weekly.*

Richmond, VA | August 2011 - December 2014

The Richard T. Robertson School of Media and Culture offers a Bachelor of Science in Mass Communications with concentrations in four areas: advertising, journalism, media production, and public relations.

Master of Arts in Strategic Communication

Liberty University at Lynchburg, VA | May 2021 - Present

The Master of Arts in Strategic Communication is designed to focus on current technology, trends, and best practices, you can be confident your degree will provide the industry skills employers are looking for, including creating impactful campaigns and events centered on consistent branding.

- *Coordinated with guests and other stakeholders to ensure a smooth production, including Managing schedules, preparing materials, and providing direction.*
- *Worked with the marketing team to promote the Show a crossed the radio and within the internal VHCC network.*

January 2013 -
September 2013

Administrative Assistant

Virginia League for Planned Parenthood

- *Provided administrative support to the marketing and communications lead and direct executive administrative support to the VP, including conducting talent acquisition, managing calendars, coordinating events, and processing reports.*
- *Facilitated volunteer recruitment drives, engagement campaigns, and fundraising events.*

February 2012 -
December 2012

Marketing Administrative Assistant

Prevent Child Abuse Virginia

- *Coordinated events and fundraisers, including managing guest lists, organizing logistics, and providing on-site support, demonstrating strong organizational and project management skills.*
- *Manage the distribution of marketing materials, including print and digital assets.*

CERTIFICATIONS

April 2022

Project Management Professional (PMP)

September 2022

Prosci Change Management Practitioner