

# 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.
- 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.

## 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

## Certifications

Project Management Professional (PMP)

April 2022

Prosci Change Management Practitioner

September 2022

## Education

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

Virginia Commonwealth University at Richmond,

- 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*

VA | August 2011 - December 2014

Master of Arts in Strategic Communication

Liberty University at Lynchburg, VA | May 2021 -

Present