

Christine V. Edmond

Washington, DC Metropolitan | Open to Relocation | Marketing, Communications, Outreach, Engagement

Portfolio | **Website:** www.christinevedmond.com | **Email:** christinevedmond@gmail.com | **Mobile:** 202-420-0777

PROFESSIONAL SKILLS

- **Effective communicator** with track record of building lasting, mutually beneficial relationships with a range of stakeholders
- **Efficient, multitasking project manager** with experience balancing multiple clients' needs while adhering to timelines and budgets
- **Enthusiastic and positive coach, mentor, and facilitator** of learning and implementing organizational changes
- **Experienced social media and community manager** with proficiency in managing multiple accounts, tracking and interpreting data analytics, and creating websites, blogs, and multimedia (video, audio podcasts, webinars, infographics, etc.) engagement experiences

EDUCATION

American University – School of Communication, Washington, DC May 2012
B.A. Broadcast Journalism with minors in Psychology and Justice; Course: International Business Management Practices in China

University of Melbourne – College of Arts, Melbourne, Victoria, Australia July-December 2011
Communications, Multidisciplinary Cultural Studies, Human Rights and Global Justice

Business Intelligence Certification, Association for Talent Development In-Progress

Leadership Education and Development Program (LEAD!), Association for Talent Development Nov. 2014 – 2015

Writer-Editor Certification, Association for Talent Development April 2015

Presentation Skills Certificate, Association for Talent Development Oct. 2014

EXPERIENCE

Human Capital Community Sr. Specialist, [Association for Talent Development](#), Alexandria, VA May 2015 – Present

- Research consumer interests, identify authors, acquire, create, and curate new or repurposed content (i.e. videos, webcasts, podcasts, blogs, social media, books, graphics, case studies, etc.) to enhance community member benefits and manage steady content pipeline
- Develop and nurture new/existing customer and prospect relationships, mostly targeting middle managers and learning executives
- Create strategy and measure engagement KPIs to improve overall (online and offline) user experience for community members, including a monthly newsletter and sharing content via multiple platforms on a daily/weekly basis
- Manage \$500K budget and responsible for community P&L
- "Stretch" Projects: Train and onboard new employees; Plan activities and communication for internal employee engagement—including company picnic, kickball team, holiday talent show, and corporate social responsibility and sustainability efforts

Junior Marketing Manager, [Association for Talent Development](#), Alexandria, VA Aug. 2013 – Apr. 2015

- Strategically build, deploy, maintain and analyze data from integrated marketing campaigns (via social, video, email, website landing pages, graphics, print) to support up to 7 internal clients, including social media content and copywriting/editing for 5 internal clients
- 93% campaign success rate after implementing a new social media and content marketing strategy to align with organizational changes, including brand strategy and name (from ASTD to ATD)
- Exceeded goal and generated more than \$7m of revenue within a year through various marketing initiatives for one internal client
- Developed relationships with new young professional contributors and increased millennial member engagement by 150%

Government Community Coordinator, [Association for Talent Development](#), Alexandria, VA May 2013 – Aug. 2013

- Managed social media (including content creation and analytics), contacted potential speakers as well as authors for the Public Manager journal, and assisted in planning the Government Workforce: Learning Innovations annual conference
- Updated content on multiple websites and promotional landing pages using HTML in platforms like SiteCore, Marketo and WordPress

Marketing Representative, [FuNation, Inc.](#), Bethesda, MD Dec. 2012 – Sept. 2013

- Primary spokesperson and liaison for programs offered at 14 schools and government agencies throughout DC and Maryland
- Designed marketing strategies to generate leads and develop customer relationships, including telemarketing and email campaigns; resulting in the enrollment of more than 75 children within first 90 days of employment
- Resolved customer complaints through effective written and verbal communication, with positivity and professionalism
- Trained new marketing representatives employees on best practices while working in the field

Employer Relations and Benefits Training Assistant, [Paralyzed Veterans of America](#), Washington, DC Oct. 2012 – May 2013

- Developed presentations and built relationships with 6 new partners in corporate/government/private sectors to promote veteran hiring initiatives within their own organizations through Operation PAVE
- Acted as primary contact for senior leaders, executives, managers, and guest entertainment interested in hiring veterans
- Planned speakers, engagement activities, and gifts for the annual employee learning and development training conference in Texas

ADDITIONAL EXPERIENCE

- *Professional Driver, Lyft and Uber*, Washington, DC Aug. 2015 – Present
- *Alumni Relations Representative, American University: Office of Development*, Washington, DC Jun. 2010 - Aug. 2012
- *Marketing and Outreach Assistant, American University: Career Center*, Washington, DC Aug. 2010 – May 2012
- *Public Relations Chair, AU Student Veterans of America*, Washington, DC Jan. 2010 – Dec. 2010
- *Administrative Assistant, American University: School of Communications*, Washington, DC Jan. 2009 – June 2010
- *Creative Intern, WDCW-TV 50 the CW*, Washington, DC Oct. 2009 – Dec. 2009

PROFESSIONAL ASSOCIATIONS

- *Communications Director and Board Member, Alliance for Women in Media* Dec. 2014 – Present
 - Write copy for email campaigns, blog articles, social media, event descriptions, sponsorship requests, and other marketing collateral
 - Review communication for consistent brand messaging on social media, electronic/print collateral, and website content
 - Track and measure all digital analytics, as well as oversee the website on Squarespace and contribute to digital strategy for events
 - Represent Chapter during media (radio and television) interactions, networking, and external events
- *Member, Association for Talent Development (formerly ASTD)* May 2013 – Present
- *Member, American Society of Association Executives (ASAE)* June 2014 – July 2015

AWARDS & HONORS

- **President's Award**, *Learning Category*, Association for Talent Development 2014 Runner-Up
- **American's Idol**, *Singing Competition*, Washington, DC 2009 Winner
- **Washington County Teen Idol**, *Singing Competition*, Hagerstown, MD 2008 Runner-Up

INTERESTS

Singing, music, domestic/international travel, writing, blogging, networking, theatre, and new adventures