

BRANDON D. WASHINGTON

Garland, TX 75043

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Dear Hiring Committee,

With more than 15 years of experience in digital marketing, communications strategy, multimedia production, and public engagement, I bring a proven record of creating high-impact video, photography, social media, and graphic design content that drives community engagement, brand visibility, and stakeholder support across higher education, nonprofit, and corporate sectors.

In my role as **Digital Communications Specialist at East Texas A&M University**, I developed and executed cross-channel marketing campaigns that included AP style writing, press releases, newsletters, video production, photography, social media management, and email marketing. I managed content calendars, CMS updates, analytics, and KPIs to track performance and optimize audience engagement. My efforts contributed to record-setting enrollment outcomes, including a 21% increase in admits and a 16% increase in applications in Spring 2025. Additionally, I provided event communications support for commencements, town halls, executive meetings, and recruiting events—ensuring content, visuals, and promotional materials aligned with institutional goals.

Previously, as **Marketing Specialist for Habitat for Humanity of Collin County**, I directed multi-channel campaigns that included social media, press releases, ad copywriting, newsletters, photography, and video production. I partnered with municipalities, elected officials, and corporate sponsors to deliver community-focused initiatives and fundraising campaigns. Notably, I led a record-breaking Giving Day campaign that raised \$162,480, the highest among Texas Habitat affiliates, and successfully secured coverage across CBS, NBC, and WFAA, demonstrating my ability to create newsworthy, media-ready content that resonates with diverse audiences.

Key qualifications that align with the priorities include:

- Expertise in graphic design, video production, photography, and motion graphics using Adobe Creative Suite, Canva, and multimedia editing tools.
- Proven ability to write and edit AP style content, including press releases, features, ad copy, newsletters, and speeches, ensuring accuracy and brand consistency.
- Skilled in social media strategy, analytics, SEO/SEM, and KPI reporting to optimize audience engagement and outreach.
- Experience with content management systems, digital signage, blogs, and e-newsletters, ensuring timely and visually engaging communications.
- Strong background in event planning, coverage, scriptwriting, and multimedia logistics for groundbreakings, ribbon-cuttings, graduations, and public events.
- Collaborative communicator with the ability to advise leadership, engage stakeholders, and maintain effective media relations.
- Supervisory experience in mentoring, training, and setting performance standards for student workers and interns.

With a **Bachelor of Science in Design Communications** and a career built on advancing organizational missions through strategic marketing and creative communications, I look forward to joining your team.

Sincerely,
Brandon D. Washington

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Lead Marketing Communications Manager | Digital Strategy & Brand Engagement

Strategic and results-driven **Marketing Communications Leader** with 15+ years of experience planning, developing, and executing **integrated marketing communications campaigns** that elevate brand visibility, increase engagement, and drive organizational growth. Proven expertise in **multimedia content development, digital strategy, stakeholder collaboration, and strategic alignment** to support business objectives. Recognized for **leading complex marketing initiatives**, optimizing messaging across channels, and mentoring creative teams to deliver innovative solutions.

Core Competencies & Skills

- **Integrated Marketing Communications** | Campaign Development | Strategic Brand Messaging
 - **Content Strategy & Development** | Cross-Functional Collaboration | Stakeholder Engagement
 - **Digital Marketing** | SEO/SEM | Analytics & KPIs | Paid & Organic Media Campaigns
 - **Graphic Design** | Video Production | Motion Graphics | Multimedia Editing
 - **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Canva
 - **CMS Platforms** | Social Media Strategy (Facebook, Instagram, LinkedIn, X/Twitter)
 - **Email Marketing** | CRM Automation | Content Calendars | Performance Reporting
 - **Event Coverage & Logistics** | Public & Media Relations | Donor & Partner Engagement
 - **Project & Workflow Management** | Team Leadership | Brand Standards Compliance
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Career Highlights

- Directed a **multi-channel Giving Day campaign** that raised **\$162,480**, the highest on record for a Texas Habitat affiliate.
 - Produced a **fundraising presentation** that helped secure an **\$877,521 grant** to build a first-of-its-kind shipping container townhome project for Habitat for Humanity.
 - Led strategic marketing campaigns contributing to **21% enrollment growth in admits** and **16% growth in applications** at East Texas A&M—driving record-setting recruitment outcomes.
 - Chaired the Enrollment Management Divisional Goals Team (2024–2025), aligning marketing and communications initiatives with institutional mission, strategic goals, and KPIs.
 - Collaborated with corporate partners (Toyota, State Farm, Lowe's, Globe Life) to amplify campaign reach through **co-branded advertising and digital communications**.
 - Video and photography work featured on **NBC 5, CBS 11, and Telemundo**.
 - Awarded "Most Christlike of the Year" (2020) for community impact and brand storytelling leadership.
 - Led advertising for a one-day Grand Re-Opening of a Restore that resulted in **\$19,352.13** sales, compared to a previous grand opening of \$3,715 before the start of my position.
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Professional Experience

East Texas A&M University – Commerce, TX

Digital Communications Specialist | Sep 2021 – Aug 2025

- Planned and executed **integrated marketing campaigns** to support enrollment growth, brand messaging, and student engagement.
 - Developed and managed **content strategies** across web, email, social media, digital signage, and video to drive measurable engagement.
 - Led creative direction for multimedia content—graphic design, motion graphics, video, photography—to ensure **brand consistency and storytelling alignment**.
 - Collaborated with senior leadership and cross-functional teams to align communications with **institutional strategy and business goals**.
 - Supervised and trained student staff, establishing **content workflows** and optimizing production timelines.
 - Managed social media content calendars and analytics, adapting strategies to improve campaign performance.
 - Oversaw **content governance** and **brand standards** for all marketing and recruitment materials.
 - Partnered with Enrollment Management stakeholders to develop strategic messaging supporting recruitment, retention, and institutional visibility.
 - Directed project tracking systems, asset libraries, and file management processes to improve operational efficiency.
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Habitat for Humanity of Collin County – McKinney, TX

Marketing Specialist | Jun 2017 – Jun 2022

- Developed and executed **marketing communications strategies** to increase donor engagement and public awareness of programs and services.
 - Led **content creation and design services** across digital, print, and broadcast channels, ensuring alignment with brand standards.
 - Collaborated with municipalities, corporate partners, and community stakeholders to support public outreach and strategic campaigns.
 - Directed social media strategy, increasing visibility and donor engagement through **integrated campaigns and storytelling**.
 - Produced and distributed press releases, newsletters, videos, and digital content to support fundraising, events, and advocacy initiatives.
 - Coordinated city proclamations and media partnerships to amplify campaign reach and impact.
 - Supervised interns and creative staff, mentoring in multimedia production and campaign execution.
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Target Corporation – Rowlett & Wylie, TX

Team Leader, Sales Floor | Supervisor, Signing | Dec 1999 – Jan 2020

- Directed **in-store visual marketing** and digital signage strategies to enhance customer engagement and increase sales.
- Managed teams of 5–10 employees, overseeing hiring, training, and performance management.
- Ensured brand compliance and optimized **visual communication execution** for seasonal and promotional campaigns.

- Recipient of **Vibe Team Hero Award** for operational excellence and innovative campaign execution.
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Volunteer Leadership

- Toastmasters International – Vice President, Literary Legends Club (2013–2015): Led marketing strategy, increasing membership by 15% through digital outreach.
 - Concord Church – Deacon Ministry: Supported community communications and messaging during sensitive events.
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Education

Bachelor of Science in Design Communications

East Texas A&M University — Commerce, TX