

BRANDON D. WASHINGTON

Garland, TX 75043

214-554-4103 | officialbrandonwashington@gmail.com

<https://www.officialbrandonwashington.com/> | <https://www.linkedin.com/in/brandondwashington/>

Marketing Communications Manager | Digital Strategy & Brand Engagement

Strategic and results-driven **Marketing Communications and Digital Fundraising Leader** with 15+ years of experience planning, developing, and executing **multi-channel direct marketing, integrated communications, and donor engagement campaigns** that elevate brand visibility, strengthen alumni and stakeholder relationships, and drive organizational growth. Proven expertise in **Target X/Salesforce Marketing Cloud, CRM automation, audience segmentation, copywriting, and content optimization** to support fundraising and business objectives. Recognized for leading complex **cross-channel campaigns** (email, print, web, and social), optimizing messaging through data analysis, and mentoring creative teams to deliver innovative, measurable results.

Core Competencies & Skills

- Integrated Marketing & Fundraising Communications | Annual Giving Strategy | Donor Engagement
 - Campaign Development | Content Strategy & Development | Cross-Functional Collaboration
 - Digital Marketing | **CRM Automation (Target X/Salesforce Marketing Cloud)** | Analytics & KPIs •
 - Website Content Management | CMS Platforms (Sitecore preferred; WordPress, Omni, Drupal)
 - **Multi-Channel Solicitation Management | Audience Segmentation | Email & Direct Mail Campaigns**
 - Graphic Design | Video Production | Motion Graphics | Multimedia Editing | Print Production
 - Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects) | Canva
 - **Data Management & Reporting | ROI Analysis | Source Code Tracking | Data Extensions Auditing**
 - CMS Platforms | SEO/SEM | Social Media Strategy (Facebook, Instagram, LinkedIn, X/Twitter)
 - Email Marketing | Cvent Event Registrations | Microsite & Landing Page Creation
 - **Donor Retention & Stewardship Communications | Crowdfunding Campaign Support**
 - Project & Workflow Management | Team Leadership | Brand Standards Compliance
-

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** for Habitat's first-of-its-kind container townhome project.
- Led **enrollment and donor communications campaigns** resulting in **21% growth in admits** and **16% growth in applications** at East Texas A&M—achieving record recruitment performance.
- Chaired the **Enrollment Management Divisional Goals Team (2024–2025)**, aligning communications, **data-driven marketing**, and CRM campaigns with institutional goals and KPIs.
- Collaborated with **corporate and philanthropic partners (Toyota, State Farm, Lowe's, Globe Life)** to extend campaign reach through co-branded promotions and fundraising appeals.
- Video and photography work featured on **NBC 5, CBS 11, and Telemundo**.
- Awarded “**Most Christlike of the Year**” (2020) for community impact and storytelling leadership.
- Led advertising for a **Grand Re-Opening event** that generated **\$19,352.13 in one day**, exceeding prior results before my start of \$3,715.90.

Professional Experience

East Texas A&M University – Commerce, TX

Digital Communications Specialist | Sep 2021 – Aug 2025

- **Managed social media content** and digital engagement for the **Admissions Office, Financial Aid Office, and the university's Money Management Center**, ensuring timely updates, student success storytelling, and brand alignment across all platforms.
- Planned and executed multi-channel digital marketing and solicitation campaigns supporting recruitment and donor engagement.
- Managed **Target X/Salesforce Marketing Cloud communications**, including newsletters, event invitations, faculty communications, and stewardship content.
- Planned and executed **multi-channel digital marketing and solicitation campaigns** supporting **student recruitment and donor engagement goals**.
- Oversaw **website content updates, event microsites, landing pages**, and accessibility/SEO enhancements.
- Produced **video, photography, and digital content** supporting faculty highlights, student success, internal communications, and alumni engagement.
- Managed **Target X/Salesforce Marketing Cloud** for emails, landing pages, event invitations, and newsletters to engage alumni, donors, and prospective students.
- Created **segmented campaigns using CRM automations** to target and personalize outreach across audiences.
- Developed content for **annual giving appeals, donor recognition emails, and stewardship reports** ensuring consistent branding and messaging.
- Collaborated with **development, admissions, and external affairs** to align communications with fundraising calendars and institutional strategy.
- Oversaw **event registration communications, landing pages, and microsites** for major university events.
- Produced and analyzed campaign reports, tracking **open rates, CTRs, YOY metrics, and segmentation performance** to guide optimization.
- Implemented SEO and accessibility best practices for **email and web-based fundraising content**.
- Supervised creative staff and student interns in content production and project management using Asana.

Habitat for Humanity of Collin County – McKinney, TX

Marketing Specialist | Jun 2017 – Jun 2022

- Led **direct mail, digital, and social media fundraising campaigns** to drive **donor participation and revenue growth**.
- **Managed direct marketing, digital communications, and social media for the full affiliate as well as two ReStore locations**, producing video content, promotional graphics, live event coverage, and donor stewardship messaging.
- Created and distributed **solicitation copy, email appeals, and stewardship newsletters** to engage supporters and track donations.
- Managed **vendor relationships, production schedules, and asset approval workflows** for mail and digital campaigns.
- Collaborated with **community partners, elected officials, and corporate sponsors** on cause-based marketing initiatives.
- Conducted **data audits and reporting** on campaign effectiveness, using CRM data to evaluate donor behavior and retention trends.
- Designed, wrote, and distributed email newsletters, press releases, brochures, and social media content, supporting fundraising and event registration initiatives.

- Collaborated with municipalities, **corporate partners, and community stakeholders to support public outreach and event marketing.**
 - Led social media strategy to boost visibility and donor engagement through integrated digital storytelling and analytics.
 - Oversaw **event communications, social media, and donor recognition content** to align with development objectives.
-

Target Corporation – Rowlett & Wylie, TX

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

- Directed **in-store promotional campaigns and signage strategy** to enhance engagement and sales.
 - Managed teams of 5–10, overseeing project workflow, scheduling, and performance optimization.
 - Ensured **brand and visual merchandising compliance** with corporate marketing standards.
 - Recipient of **Vibe Team Hero Award** for operational excellence and innovative campaign execution.
-

Education

Bachelor of Science in Design Communications

East Texas A&M University — Commerce, TX

Technical & Platform Proficiency

CRM & Marketing Platforms: Target X/Salesforce Marketing Cloud, HubSpot, Constant Contact

Event & Donation Tools: Cvent, GiveCampus, Blackbaud, Eventbrite, Accelevents

Design Software: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, After Effects)

Analytics & Data Tools: Google Analytics, Tag Manager, Excel Pivot Tables, SQL Reports

CMS & Web Tools: WordPress, Omni CMS, Drupal | SEO/SEM Integration

Project Management: Asana, Trello, Monday.com

Office & Collaboration: Microsoft Office Suite, Google Workspace