

Mario Covington, MBA

Communications & Banding/Website Manager

My Qualifications

- 20 plus years of experience in Digital Communications and Web Management, Knowledge Sharing/Information Management
- 19 years' experience in internal and external Corporate Communications.
- 18 years' experience with industry-standard web authoring/design tools - Adobe Creative Suite (CS) including Illustrator, Photoshop, InDesign, Dreamweaver, and Acrobat, CSS, and HTML.
- 14 years of website experience in the government environment
- 12 years' experience in Cross-platform, cross-browser, mobility, and responsive web design
- 12 years of design, branding, typography, and content presentation
- 9 years' experience with Back End development and code integration
- Masters in Business Administration (MBA) - University of Maryland University College
- Masters in Cybersecurity - University of Maryland University College
- Bachelors in Communications - Savannah State University

Current Responsibilities

- Assist, guide, and support communication, creative services, subject matter experts, partners, and other public health staff and/or grantees.
- Development of website materials, content, graphic design, delivering consistent messages, and dissemination of electronic tools and training in support of strategic priorities.
- Write and edit public health content for diverse website audiences; create, populate, and sustain the CDC Website including the static pages and the interactive data tools.
- Manage social media accounts and social media calendar.
- Develop communication products, promotional materials, press releases, talking points, and other resources.
- Review and edit program, policy, and/or scientific content to ensure proper format, grammar, style, and tone; create videos, build and test interactive graphics, and electronic tools and training as specified by CDC.
- Assist in driving strategy and execution of marketing communications and public relations initiatives; and keep abreast of and share best practices for applying health communication science.

Past Responsibilities

- Developed and delivered documents for a variety of presentations and publications that required a range of writing and editing styles, from technical to journalistic, as well as publication capabilities that ranged from development, design, templates, graphics, physical copy, and web-based content.
- Developed scripts, newsletters, and brochures that supported the Information Security Department and the CIO/CEO Team.
- Supported communications and reporting functions of Sixth District cybersecurity programs and partners with other Sixth District cybersecurity communications and stakeholder engagements.
- Ensured all communications reports, initiatives, released documentation, presentation resources, and related messaging are accurately and consistently developed, reviewed, conveyed, tracked, and stored to and for appropriate stakeholders.
- Provided ISD CEO Strategic Communications Plan.
- Communications Manager for UFCW Unions and Employers Benefits Administration.
- Email Marketing Campaigns and Communications via MailChimp.
- Benefits Portal Content Manager for UFCW Unions and Employers Benefits Administration.
- Website and Content Manager for UFCW Unions and Employers Benefits Administration.
- SharePoint Content Manager/Administrator for UFCW Unions and Employers Benefits Administration.
- Analyzed participants' behavior in Google Analytics to increase participant engagement on public-facing websites and benefits portal.
- Maintain organization branding for all communications such as website, letters, forms, posters, and postcards.
- Website and Content management of the State Accounting Office website.
- Website and Content management of the State Board of Accountancy website.
- Ensures the website meets the business needs of the organization.
- SharePoint 2013 Administrator.
- Managed Formsite and create/update electronic forms when needed.
- Managed Survey Monkey and created/updated surveys when needed.
- Managed Mailchimp subscriber list and sent out communications as needed.
- Post announcements when needed to Employee Self-Service and SAO Financials.
- Monitor SAO's customer behavior using Google Analytics.
- Managed and maintained your SAO website through quality assurance, accessibility, web analytics, Search Engine Optimization (SEO), and response using Site Improve.

Career Accomplishments

- Successfully created the Federal Reserve of Atlanta's Business & Technology department's first Communications & Branding style guide.
- Led a team of 5 communication professionals to establish a highly productive department that consistently generated a significant volume of work for the communications department.
- Developed and created the first whiteboard, blackboard, and glass board videos, that were engaging and educational for the internal staff.
- Diverted my current organization from producing and going live with a website that wasn't functional. Before my arrival, the website project had taken three-plus years, and the Fund Office had spent over \$250,000 on a website developer.
- Created a 3-month website development timeline that was then put together, and a new website was ready for review in November 2018. The new functional site was developed in 3 months as opposed to 3 plus years by the previous developer.
- Successfully redesigned and developed a Pension Newsletter that was approved almost a month ahead of time than its previous newsletters.
- Created branding and a logo that is currently on organization building as well as our communications, forms, and letterheads. In its 40 years of existence, the organization has never had any branding or logo.
- Redesigned our current organization's business cards.
- Redesigned our Open Enrollment Communications for over 400,000 participants.
- Redesigned internal paper newsletter and created an electronic newsletter that engaged internal employees.
- Successfully Migrated SAO's HTML-based website to Vignette Content Management System.
- Successfully Created SAO's first SharePoint site.
- Successfully Migrated SAO's Vignette Content Management System site to the first release of Drupal Content Management System.
- Successfully Migrated SAO's website from the first release of Drupal to the current release.
- Successfully implemented Travel Blog to replace Travel Newsletter.
- Successfully created an SAO Logo that was used by SAO for publications and websites etc....
- Successfully created email templates and form templates that matched the current website design.
- Successfully Migrated SharePoint 2010 site to SharePoint 2013.
- Successfully updated website with over 1000 web requests in 6 months.
- Successfully migrated Georgia State Board of Accountancy (GSBA) web content from the Secretary of State's Website to SAO's website.
- Below you will find samples of my work from the UFCW Unions & Employers Benefits Administration, LLC., and the State Accounting Office of Georgia.