

MARIO COVINGTON, MBA

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PROFESSIONAL SUMMARY

With over 25 years of experience in both internal and external communications, I am a highly dedicated Communications Manager. Throughout my career, I have demonstrated a progressive track record and possess exceptional management and organizational abilities to successfully oversee multiple projects simultaneously. Additionally, my strong writing skills enable me to create compelling and captivating content.

ACCOMPLISHMENTS

I have successfully developed intricate internal and external communications campaigns and led corporate crisis response and reputation management initiatives while crafting thought-provoking messaging and content. I have taken charge of executive and employee communications, effectively simplifying complex data and metrics to provide compelling insights for leadership, media outlets, and both internal and external audiences. By fostering strong relationships with internal partners, stakeholders, and leadership, I have played a pivotal role in influencing communication strategies.

TECHNOLOGY SKILLS

- Content Development
- Website Management
- Communication Planning
- Sitecore
- Content editing
- Adobe Creative Suite
- HTML
- Doodly
- Adobe Analytics
- FrameMaker
- Content Management
- MailChimp
- WordPress
- Google Analytics
- Drupal
- SharePoint
- MS Office Suite
- Strategic Communications
- Toonly
- Technical Writer
- Google Docs
- Canva

WORK HISTORY

HEALTH COMMUNICATIONS SPECIALIST III 6/2023 to Current
Centers for Disease Control and Prevention Georgia, Atlanta, GA

- Collaborate with health communication specialists and subject matter experts (SMEs) to identify content for migration to the new CDC web platform.
- Assist in revising and re-organizing content while maintaining version control and CDC clearance.
- Enter content onto the new web platform, considering the audience, communication goals, and site structure.
- Work with web developers to track pages moving to archived.cdc.gov and CDC Stacks.
- Craft strategy statements, suggest pages for testing, and track URLs for proper redirects.

- Coordinate content review, finalization, and attendance in subject matter team meetings.
- Manage multiple high-priority assignments, reporting project status to the DIP Associate Director for Communications.

SR. DIGITAL COMMUNICATIONS SPECIALIST 10/2022 to Current

Fulton County Government, Atlanta, GA

- Leads and coordinates daily work activities of assigned co-workers: confers with supervisor to obtain direction regarding work assignments and priorities; organizes tasks in order to complete assigned work.
- Monitors status of work in progress and inspects completed work; confers with co-workers, assists with complex/problem situations, and provides technical expertise.
- Assists with training and instructing co-workers regarding operational procedures and proper use of equipment.
- Assists with the supervision of co-workers by reporting employee problems and providing input on disciplinary action and employee performance evaluations.
- Serve as project manager for website & intranet projects; maintains and update the County's social media accounts, including Facebook, Twitter, and YouTube: posts relevant and engaging content to social media sites daily regarding County activities.
- Publish information on social media and monitor social media feeds; serve as team lead for production of digital communications content; posts links to articles and photographs appearing on the County website; conduct live Twitter sessions during Board of Commissioners meetings.
- Ensures all content meets public relations standards and guidelines. Perform analysis of website & social media metrics.
- Writes, provides layouts, and distribution of digital newsletters.
- Produces, edits, and distributes video shoots for digital media content; researches and writes articles and develops content for a variety of newsletters.
- Consults with Graphic Designer regarding the layout of newsletters; edit and approve final drafts of newsletters; distribute newsletters via email or posting to the public internet or employee intranet sites as appropriate.

SR. COMMUNICATIONS & BRANDING REP III (CONTRACTOR) 10/2021 to 10/2022

Federal Reserve Bank of Atlanta, Atlanta, GA

- 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.
- Managed production of video production, from planning and scriptwriting to recording and publishing.
- Improved service and production levels and helped evaluate and improve the means of publishing content, both online and in print.

- Supported training of Sixth District personnel on effective communications mechanisms and the ISD CEO Strategic Communication Plan.

COMMUNICATIONS MANAGER 05/2018 to 07/2021

UFCW Unions and Employers Benefits Administration, Atlanta, GA

- Produced internal communications for Benefits projects.
- Developed and promoted corporate brand, images, and identity to media and the public.
- Carried out day-day-day duties accurately and efficiently.
- Used a content management system to analyze user engagement and website traffic metrics.
- Utilized analytics and site metrics to determine areas of improvement.
- Manage and develop brochures, flyers, and electronic mail campaigns.
- Produced internal newsletter and all employee communications to keep personnel informed of corporate events and programs.
- Created strategic plans to achieve 95% employee engagement.

SENIOR COMMUNICATIONS AND MEDIA SPECIALIST 10/2017 to 05/2018

Prosecuting Attorneys' Council of Georgia, Morrow, GA

- Devised content calendar and created social media content across multiple platforms.
- Measured response using Google Analytics for open rates, page loads, and stickiness.
- Reviewed staff-written materials and edited for content and brevity.
- Maintained corporate website and microsites using WordPress content management system and associated plugins with 99% accuracy.

WEB CONTENT MANAGER (CONTRACTOR) 01/2017 to 07/2017

Cox Communications, Atlanta, GA

- Maintained content marketing calendar to schedule all aspects of creation and delivery.
- Used a content management system to analyze user engagement and website traffic metrics.
- Streamlined functions by developing and implementing processes and task management ticket systems.
- Managed content distribution to online channels.
- Maintained websites for branches of Cox Communications.

COMMUNICATIONS MANAGER 05/2005 to 12/2016

State Accounting Office of Georgia, Atlanta, GA

- Supported organization's plans through the development and implementation of internal and external communication strategies.
- Produced internal communications for communications, HR, and travel departments.
- Developed and promoted corporate brand, images, and identity to the public.
- Used a content management system to analyze user engagement and website traffic metrics.
- Utilized analytics and site metrics to determine areas of improvement.
- Designed graphics for website decoration and layout.
- Maintained websites for the State Accounting Office of Georgia.
- Set up and controlled user profiles and access levels for each database segment to protect important data.
- Developed and delivered business information solutions.
- Delivered an exceptional level of service to each customer by listening to concerns and answering questions.
- Managed a ticketing database with over 300 web change requests that led to the redesign of the organization's website.

EDUCATION

MBA: Business Administration, 12/2014

University of Maryland - University College - Hyattsville , MD

Master of Science : Cyber-Security, 12/2014

University of Maryland - University College - Hyattsville , MD

Bachelor of Arts : Mass Communications, 06/1997

Savannah State University - Savannah , GA