

VICTORIA AVERY

avery.victoria4@gmail.com | 510-384-2190 | victoriaaverywriter.com | [LinkedIn Profile](#)

SUMMARY

Creative and results-driven communications professional with 6+ years of experience across PR agencies, government, B2B SaaS, manufacturing, and non-profits. Expertise in strategic communications, digital marketing, and public relations, delivering measurable engagement and brand growth. Adept at connecting brands with audiences through compelling storytelling, content creation, and stakeholder engagement.

EDUCATION

Carnegie Mellon University | B.A. Creative Writing, Minor in Professional Writing (2017-2021)

WORK EXPERIENCE

Community Outreach Specialist | *Infinite Source Communications Group* (PR Agency) | Miami, FL (11/2023 – Present)

- Develop and **execute outreach strategies** for Florida Department of Transportation (FDOT) PD&E projects, **simplifying complex transportation initiatives into clear, accessible messaging** for diverse stakeholders.
- Collaborate with engineering firms to develop outreach plans, project presentations, and public meeting collaterals. Create databases, conduct research, compile project feedback, and facilitate virtual and in-person public meetings.
- Spearhead the FDOT *Put it Down, Drive Safe*, and *Be Rail Smart* safety campaigns, **leading a 15-person team and driving 23M+ digital and in-person impressions** through strategic partnerships, events, and media outreach with a budget of **\$70K**.
- Orchestrated the **2024 Safe Streets Summit**, a premier two-day transportation event, overseeing all logistics, sponsorships, and programming for **400+ industry leaders across the nation**.

Communications Specialist - Supply Chain (Contractor) | *Carrier HVAC* | Palm Beach Gardens, FL (1/2023 – 11/2023)

- Designed and implemented a **global internal communications strategy** to enhance knowledge-sharing across Carrier's supply chain network via SharePoint, newsletters, webinars, and feedback forms, improving team efficiency and alignment.
- Produced and facilitated **executive-led Town Hall meetings for 10,000+ global employees**, aligning supply chain goals with procurement and operations through key messaging, agenda setting, and presentation development.
- Crafted clear, engaging communications to support the launch of a new **payment platform impacting 16,000+ suppliers**, ensuring smooth adoption through training materials and targeted messaging.
- Created **branded assets and marketing collateral** for the supply chain organization and company executives, maintaining visual consistency across digital platforms, newsletters, and leadership reports.

Communications Specialist | *GRUBBRR* (B2B SaaS) | Boca Raton, FL | 5/2021 – 12/2022

- Developed and **executed integrated PR campaigns**, securing **media coverage in CNBC, Forbes, FOX**, and more, driving thought leadership and **increasing brand Share of Voice by 58% to become the industry leader**.
- Wrote compelling press releases, case studies, product descriptions, and copy for social media, ads, websites, and UX interfaces, ensuring brand messaging was consistent across digital, sales, and investor-facing materials.
- Managed a **\$350K annual digital marketing budget**, optimizing campaigns across **AdWords, Display, Social, and Email** to maximize engagement and lead generation.
- **Grew LinkedIn engagement 50% and clicks by 380%** through targeted content strategy and audience insights.
- Conducted **SEO research and performance** tracking using SEMrush and Moz, refining editorial strategy to increase organic search visibility and drive sales leads.

CERTIFICATIONS

Google Analytics | HubSpot Content Marketing | LinkedIn PR Foundations & Crisis Communications
200 Hour Registered Yoga Teacher – Yoga Alliance