

[www.badonnelly.com](http://www.badonnelly.com)  
3970 Mountview Road  
Columbus, Ohio 43220  
614.531.0655  
[brendadonnelly26@gmail.com](mailto:brendadonnelly26@gmail.com)

# Brenda Donnelly

Pursuing a meaningful position to express my creativity and utilize my content development skills to inform stakeholders and advance the vision and mission of an organization.

## WORK EXPERIENCE

CONTENT MANAGER  
Self-Employed  
May 2019 – present

DIRECTOR OF COMMUNICATIONS  
Heartland Health & Wellness Fund  
October 2015 - May 2019

ADMIN/COMMS MANAGER  
Restoration Church  
October 2013 - May 2015

COMMUNICATIONS/MARKETING  
SPECIALIST  
Ginghamsburg Church  
January 2012 - October 2013

COMMUNICATIONS PRODUCTION  
MANAGER  
Reynoldsburg United Methodist  
Church  
July 2010 - January 2012

PUBLIC RELATIONS & MARKETING  
SPECIALIST  
Greencrest Advertising Agency  
September 2008 - October 2009

## EDUCATION

THE OHIO STATE UNIVERSITY  
Bachelor of Arts in Journalism;  
Minor in Economics

## AREAS OF EXPERTISE

### Social Media and Website Strategy

- Create original content for consumption on social media platforms and websites including graphic design, video production, newsletters, testimonials, fundraising promotion and event promotion.
- Managed new platform launch via website migration to WordPress including content development and restructure. Launched monthly and targeted email communication strategy through Constant Contact.
- Managed and created content for social media platforms including: Twitter, Instagram, YouTube, Pinterest, LinkedIn, Flickr and Facebook. Utilized Expression Engine for web, created, edited and managed content. Successfully grew followers by managing and creating photo, video, event and story content. Created engaging web copy and graphics to regularly update website, SEO and Meta tags to optimize web traffic.
- Responsible for regular analytics updates on web and livestream traffic.
- Created more than 150 one to three-minute video stories to share through social media and electronic newsletter.

### Strategic Communications

- Developed and implemented measurable strategic communication plans for open enrollment, wellness and new benefits launch; including content optimization for sharing and distribution across channels.
- Developed and deployed original content through 1-2 minute videos, infographics, newsletters, flyers, postcards and social media to enhance and drive engagement and relevancy through audience channels.
- Developed ongoing measurement reporting and optimization for all participant-facing communications to targeted markets and ensure growth in engagement

### Advertising and Public Relations

- Integrated mission into all internal and external communication by sharing compelling messages and by proofing all communication to ensure maintenance of the brand message.

# Brenda Donnelly

## RELATED SKILLS

10 years of experience working with  
Adobe InDesign and Photoshop  
Microsoft Office Suite/Word  
Publisher, Excel, PowerPoint  
Constant Contact & Mail Chimp  
email marketing  
Square Space, Expression Engine,  
WordPress, GoDaddy  
Social Media platforms including  
Facebook  
Twitter  
Instagram  
LinkedIn  
Pinterest  
Video Photography and editing  
Working knowledge of AP style,  
Superb verbal/written skills  
Asana Project Management Software

## REFERENCES

### **Jerry Evans**

Chief Executive Officer  
Heartland Health & Wellness Fund  
800.433.1204 ext. 2014  
[jerrye@ufcwbenefitplan.com](mailto:jerrye@ufcwbenefitplan.com)

### **Mamie Johnson**

Pastor, Speaker, Author  
Mamie Johnson Ministries  
513.508.7762  
[mamiejohnson@fuse.net](mailto:mamiejohnson@fuse.net)

### **Michele Cremeans**

Community Lay Director  
Greater Dayton Walk to Emmaus  
937.671.5036  
[Misshella1@aol.com](mailto:Misshella1@aol.com)

## AREAS OF EXPERTISE

### **Advertising and Public Relations (continued)**

- Developed advertising strategies for activities and projects including purchasing online, newspaper and direct mail advertising segments. Responsible for pricing, purchase, content development and deployment. Developed and maintained local media contacts. Cultivated relationships with reporters, producers and editors. Oversaw all media relations.
- Partnered with leaders to promote events and classes using an individualized approach. Deployed posters, press releases, lobby presence, direct mail, One Call, Constant Contact, social media, video, flyers, advertising, etc. Developed advertising strategies, including purchasing television and radio commercials, newspaper advertising, directory advertising, billboards, direct mail and Google. Responsible for pricing, purchase, content development and deployment.
- Cultivated relationships with reporters, producers and editors. Distributed press releases publicizing multiple events. Through follow-up and relationship building; coordinated interviews and information for media.
- Responsible for publicizing Global Leadership Summit; attendance growth 180% through pre-event luncheons, speaking events, as well as email and Facebook blasts and updates. Developed direct mail campaign and strategic advertising.

### **Internal Publications**

- Identified, wrote and created editorial content including features, video and graphics to develop interest in organization programs and events, produced weekly and monthly bulletins; had full editorial autonomy over content production.
- Re-designed and grew weekly electronic newsletter to more than 1,200 subscribers with an open rate of 44%.
- Grew a 24-page quarterly magazine into a 32-page magazine. Developed relationships to expand content of magazine. Wrote in-depth and overhauled magazine format to incorporate relevant graphic trends and improve readership.