

MARIO COVINGTON





Sr. Communications Professional

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SUMMARY

Senior communications leader with 19 years of experience in digital content, brand strategy, and stakeholder engagement. Skilled in optimizing outreach, boosting engagement by 65%, and increasing brand visibility by 90%. Passionate about clear, impactful messaging and innovative digital solutions that align with organizational goals.

KEY ACHIEVEMENTS

-  **Brand Visibility Boost**
Enhanced brand visibility by 90% using media outreach.
-  **Team Efficiency Increase**
Increased team efficiency by 35% in digital communication projects.
-  **Community Engagement Growth**
Improved community engagement by 47% with digital strategies.
-  **Employee Engagement Success**
Achieved 95% employee engagement with strategic communication plans.

SKILLS

Adobe Analytics, Adobe CC, Canva, Drupal, Email Marketing, Google Analytics, Google Docs, HTML, Intranet, Mailchimp, Microsoft Office, SharePoint, Sitecore, WordPress, Gmail, Sitecore, WordPress, Internal Communications, External Communications, Media Relations, Cybersecurity Awareness, Brand Messaging, Cybersecurity Training, Email Marketing, Risk Awareness, SEO, Social Media, Stakeholder Engagement, Project & Budget Management, Crisis Response , Incident Management, Social Media Strategy, Social Media Engagement, Public Relations, Executive Communications

EDUCATION

- 09/2012 - 12/2014
Adelphi, MD

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MBA in Business Administration
University of Maryland - University College
- 09/2012 - 12/2014
Adelphi, MD

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Master of Science in Cybersecurity
University of Maryland - University College
- 09/1991 - 06/1997
Savannah, GA

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Bachelor of Arts in Mass Communications
Savannah State University

EXPERIENCE

06/2023 - 10/2024

Atlanta, GA

Sr. Health Communications Specialist III (Contractor)

Centers for Disease Control and Prevention

- Coordinate with specialists to migrate content, enhancing health info access in 4 months.
- Revise and reorganize content for clarity, ensuring protocol compliance within 3 months.
- Craft strategy statements boosting outreach by 65% in 6 months, aligning with objectives.
- Optimize content finalization by 30% through strategic meetings, ensuring stakeholder engagement.
- Oversee high-priority tasks, reporting project status to the Associate Director for Communications.
- Streamlined content migration to the new CDC platform, enhancing accessibility of vital health information and improving outreach effectiveness by 65%.
- Ensured stakeholder alignment and engagement.

10/2022 - 07/2023

Atlanta, GA

Sr. Digital Communications Specialist

Fulton County Government

- Led website projects, enhancing digital outreach and social media engagement.
- Boosted team output by 35% through technical guidance and effective communication.
- Managed social media, increasing audience interaction with engaging content.
- Analyzed digital metrics, improving communication strategies and engagement.
- Resolved complex issues, ensuring project success and team efficiency.
- Spearheaded digital communication strategies, boosting team efficiency by 35% and enhancing audience engagement through data-driven insights from website and social media metrics.

10/2021 - 10/2022

Atlanta, GA

Sr. Communications & Branding Rep III

Federal Reserve Bank of Atlanta Atlanta

- Trained team in cyber-security, boosting confidence and efficiency.
- Enhanced community engagement by 47% via strategic digital content management.
- Led digital communications, ensuring timely updates and live social media interactions.
- Spearheaded social media strategy, boosting community engagement by 47% in 6 months.
- Led digital communications team, ensuring timely updates on County activities.
- Cultivated continuous improvement through cybersecurity and best practices training, boosting team confidence and effectiveness.

05/2018 - 07/2021

Atlanta, GA

Communications Manager

UFCW Unions and Employers Benefits Administration

- Led internal communications, boosting benefits understanding within 6 months.
- Enhanced brand visibility by 90% through strategic media and PR efforts.
- Drove a 60% rise in lead generation via targeted marketing materials.
- Developed plans, achieving 95% engagement among employees and customers.
- Spearheaded strategic communications plans, achieving 95% employee and customer engagement.
- Boosted corporate brand awareness by 90% through targeted media outreach.
- Managed a SharePoint-based internal communications hub, improving document collaboration for a 500+ employee workforce.
- Led email marketing campaigns targeting B2B and B2C audiences, increasing engagement and conversion rates through segmentation and automation.
- Developed and executed multi-channel B2B and B2C communications strategies, aligning messaging across email, social media, and digital platforms.
- Analyzed and enhanced Benefits programs, producing clear internal communications that aligned departmental goals with employee needs and expectations.

EXPERIENCE

10/2017 - 05/2018 •

Atlanta, GA

Senior Communications and Media Specialist

Prosecuting Attorneys' Council of Georgia Morrow

- Developed content calendar, boosting engagement across platforms.
- Analyzed social media metrics with Google Analytics for strategic insights.
- Edited materials for clarity and conciseness, enhancing communication.
- Managed websites and microsites with WordPress, ensuring 99% accuracy.
- Spearheaded social media strategy, creating content across platforms and measuring engagement using Google Analytics, resulting in improved open rates and page stickiness.
- Maintained corporate websites and microsites with WordPress CMS, ensuring 99% accuracy in content management and plugin utilization.

01/2017 - 07/2017 •

Atlanta, GA

Web Content Manager

Cox Communications

- Scheduled and managed content calendar, enhancing timely content delivery.
- Designed and maintained a SharePoint-based internal communications hub, improving document sharing and collaboration for a 500+ employee workforce.
- Analyzed user engagement and traffic, improving website performance.
- Implemented task management systems, optimizing workflow efficiency.
- Coordinated content distribution, expanding online reach.
- Maintained branch websites, ensuring consistent brand presence.

05/2005 - 12/2016 •

Atlanta, GA

Communications Manager

State Accounting Office of Georgia

- Directed team workflow, boosting project completion by 54% in 3 months.
- Enhanced team communication, leading to improved productivity in 4 months.
- Created and managed SharePoint workflows to streamline approvals and content management processes.
- Managed web projects, ensuring timely updates for community engagement.
- Spearheaded website and intranet overhaul, boosting community engagement through timely updates and enhanced functionality.
- Fostered seamless communication, elevating team productivity by conducting regular project assessments and providing technical support.
- Pioneered digital initiatives to amplify County outreach, resulting in measurable public awareness and participation improvements.

FIND ME ONLINE



Portfolio

www.mariocovington.com



LinkedIn

<https://www.linkedin.com/in/mariocovington/>