

Mario Covington

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Communications Manager

With over 18 years of experience, I specialize in health communications, digital content management, and strategic outreach. Proven ability to enhance engagement by 65% in 6 months, ensuring clarity and alignment with objectives. Expertise in managing projects efficiently, collaborating with diverse teams, and optimizing digital platforms.

WORK EXPERIENCE

Centers for Disease Control and Prevention • Georgia, Atlanta, GA • 06/2023 - 10/2024

Health Communications Specialist III

- Facilitated effective collaboration with health communication specialists and SMEs to identify and migrate essential content to the new CDC web platform within 4 months, improving access to critical health information.
- Enhanced communication clarity by reorganizing and revising content within 3 months, ensuring adherence to version control and CDC clearance protocols.
- Developed comprehensive strategy statements that improved outreach effectiveness by 65% within 6 months, ensuring alignment with health communication objectives.
- Increased content finalization efficiency by 30% within 3 months through strategic coordination of subject matter team meetings, ensuring stakeholder engagement and alignment.
- Manage multiple high-priority assignments, reporting project status to the DIP Associate Director for Communications.

Fulton County Government • Atlanta, GA • 10/2022 - 07/2023

SR. Digital Communications Specialist

- Enhanced team performance by 35% over 6 months by providing technical guidance and resolving intricate problems through effective communication and inspection of work progress.
- Serve as project manager for website & intranet projects; maintain 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.
- Developed actionable insights from website and social media metrics within 4 months, enhancing overall digital communication effectiveness and audience engagement.

SKILLS

Adobe Analytics, Adobe Creative Suite, Canva, Change Management Communications, Communication Planning, Content Development, Content Editing, Content Management, Doodly, Drupal, External/Internal Communications, FrameMaker, Google Analytics, Google Docs, HTML, MailChimp, MS Office Suite, SharePoint, Sitecore, Strategic Communications, Technical Writer, Toonly, Website Management, WordPress

EDUCATION

MBA in Business Administration

University of Maryland - University College
Hyattsville, MD

Master of Science in Cyber-Security

University of Maryland - University College
Hyattsville, MD

Bachelor of Arts in Mass Communications

Savannah State University
Savannah, GA

Federal Reserve Bank of Atlanta • Atlanta, GA • 10/2021 - 10/2022

SR. Communications & Branding Rep III (CONTRACTOR)

- Fostered a culture of continuous improvement by systematically training co-workers on best practices and cyber-security, leading to increased team confidence and effectiveness.
- Increased community engagement by 47% within 6 months through strategic management of website and social media content, ensuring timely updates on County activities.
- Publish information on social media and monitor social media feeds; serve as team lead for production of digital communications content; post links to articles and photographs appearing on the County website; conduct live Twitter sessions during Board of Commissioners meetings.

UFCW Unions and Employers Benefits Administration • Atlanta, GA •

05/2018 - 07/2021

Communications Manager

- Enhanced understanding of Benefits programs within 6 months by producing clear and concise internal communications, aligning departmental goals with employee needs and expectations.
- Increased corporate brand awareness by 90% within 6 months through targeted media outreach and strategic public relations campaigns.
- Improved lead generation by 60% within 3 months by creating and managing impactful brochures, flyers, and electronic mail campaigns that resonated with the target audience.
- Created strategic communications plans to achieve 95% employee and customer engagement.

Prosecuting Attorneys' Council of Georgia • Morrow, GA •

10/2017 - 05/2018

Senior Communications and Media Specialist

- 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.

Cox Communications • Atlanta, GA • 01/2017 - 07/2017

Web Content Manager (Contractor)

- 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

- Streamlined daily workflow for a team of 8, leading to a 54% increase in project completion rates within 3 months by effectively prioritizing and organizing tasks.
- Streamlined communication processes within 4 months by consistently assessing project status and offering technical support, improving overall team productivity.
- Led the successful management of website and intranet projects, ensuring timely updates and enhanced functionality to effectively communicate County activities to the community.