

Mario Covington, MBA

Sr. Communications Professional

My Qualifications

- Over 20 years of expertise in digital communications, web management, and knowledge/information management.
- 19 years of experience in both internal and external corporate communications.
- 18 years of proficiency with industry-standard web authoring and design tools, including Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat), as well as CSS and HTML.
- 14 years of website management experience in government environments.
- 12 years of expertise in cross-platform, cross-browser, mobility, and responsive web design.
- 12 years of experience in design, branding, typography, and content presentation.
- 9 years of hands-on experience in back-end development and code integration.
- Master of Business Administration (MBA), University of Maryland University College.
- Master's in Cybersecurity, University of Maryland University College.
- Bachelor's in Communications, Savannah State University.

Current Responsibilities

- Provide guidance and support to communication teams, creative services, subject matter experts, partners, and public health staff or grantees.
- Develop website materials, content, and graphic designs, ensuring consistent messaging and the dissemination of electronic tools and training aligned with strategic priorities.
- Write and edit public health content tailored to diverse website audiences; manage and sustain the CDC website, including static pages and interactive data tools.
- Oversee social media accounts and maintain the social media content calendar.
- Create communication products such as promotional materials, press releases, talking points, and other resources.
- Review and edit program, policy, and scientific content for accuracy, format, grammar, style, and tone; produce videos and build/test interactive graphics and electronic tools as required by the CDC.
- Contribute to the strategy and execution of marketing communications and public relations initiatives while staying updated on and sharing best practices in health communication science.

Past Responsibilities

- Created and delivered materials for presentations and publications, incorporating diverse writing and editing styles, including technical and journalistic, and managing all aspects of publication from development and design to templates, graphics, physical copies, and web-based content.
- Authored scripts, newsletters, and brochures supporting the Information Security Department and CIO/CEO teams.
- Supported communication and reporting efforts for Sixth District cybersecurity programs, coordinating with cybersecurity communications and stakeholder engagement initiatives.
- Ensured accurate and consistent development, review, delivery, tracking, and storage of communication reports, documentation, presentation resources, and messaging for relevant stakeholders.
- Developed and implemented the ISD CEO Strategic Communications Plan.
- Served as Communications Manager for UFCW Unions and Employers Benefits Administration.
- Executed email marketing campaigns and communications using MailChimp.
- Managed the Benefits Portal content for UFCW Unions and Employers Benefits Administration.
- Oversaw website and content management for UFCW Unions and Employers Benefits Administration.
- Acted as SharePoint Content Manager/Administrator for UFCW Unions and Employers Benefits Administration.
- Analyzed user behavior via Google Analytics to enhance participant engagement on public-facing websites and the benefits portal.
- Ensured consistent organizational branding across all communications, including websites, letters, forms, posters, and postcards.
- Managed website and content for the State Accounting Office and the State Board of Accountancy websites.
- Ensured organizational websites aligned with business needs.
- Served as SharePoint 2013 Administrator, managing content and workflows.
- Created and updated electronic forms using Formsite and surveys using SurveyMonkey as needed.
- Maintained and updated subscriber lists and executed communications through MailChimp.
- Posted announcements to Employee Self-Service and SAO Financials platforms as needed.
- Monitored customer behavior using Google Analytics to inform improvements.
- Ensured website quality assurance, accessibility, SEO, and response optimization using SiteImprove for SAO websites.

Career Accomplishments

- Spearheaded the creation of the Federal Reserve of Atlanta's Business & Technology department's inaugural Communications & Branding Style Guide.
- Managed a team of five communication professionals to establish a highly productive department, consistently delivering a significant volume of high-quality work.
- Developed and produced the organization's first whiteboard, blackboard, and glass board videos, which were engaging and educational for internal staff.
- Successfully redirected a stalled website project, saving the organization from launching a non-functional site that had cost over \$250,000 and taken more than three years.
 - Designed and implemented a three-month website development timeline, delivering a functional site by November 2018, three years faster than the previous developer.
- Redesigned and developed a Pension Newsletter, securing approval nearly a month ahead of previous deadlines.
- Designed the organization's first branding and logo, now prominently displayed on the building, official communications, forms, and letterheads, marking a significant milestone in its 40-year history.
- Revamped business cards and redesigned Open Enrollment Communications for over 400,000 participants.
- Transitioned an internal paper newsletter into an engaging electronic newsletter for employees.
- Migrated the State Accounting Office (SAO) website through multiple platforms:
 - From HTML to Vignette Content Management System.
 - From Vignette to the first release of Drupal CMS and later to its current version.
- Migrated SharePoint 2010 to SharePoint 2013.
- Created SAO's first SharePoint site and launched an innovative Travel Blog to replace the Travel Newsletter.
- Designed an SAO logo for use in publications and websites, aligning with the organization's brand identity.
- Created email and form templates aligned with website designs for cohesive communications.
- Processed over 1,000 web update requests within six months.
- Migrated the Georgia State Board of Accountancy (GSBA) web content from the Secretary of State's website to SAO's platform.

Portfolio Highlights can be seen at www.mariocovington.com.