

CHRISTI DUNCAN

DETAILS

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LINKS

[Portfolio](#)

SKILLS

Content Strategy

Marketing Strategy

Media Relations

Brand Management

Creative Direction

Public Relations

Executive
Communications

Omni-channel Content
Development

Social Media Advertising

Budget Management

PROFILE

Creative marketing and communications executive with 13 years of B2B and B2C experience and a passion for distilling complex products and services into simplified stories that impact target audiences. 3 years working in a B2B SaaS organization. Extensive involvement working directly with C-suite and Fortune 500 executives to lead national campaigns, develop content and marketing strategies, build strong teams, and report successes for large organizations.

EMPLOYMENT HISTORY

Communications Leader, Amazon Corporate

Remote

May 2022 — Present

Lead the Disability and Leave Services (DLS) communications team to create campaigns and develop communications plans for 1.5 million global Amazonians in 75 countries as they navigate various disability, leave, and accommodation related services. Develop the communications process, intake, and reporting dashboards through Asana. Support high-complexity communications which involve legal, PR, and compliance. Report top campaign results to stakeholders using surveys and campaign data.

Highlights:

- Manage the DLS Global Expansion campaign which includes 400+ communications in 60+ countries; 88% of employees surveyed said communications were clear and helped them do their job better
- Direct the creation of 20+ self-service resources, style guides, and templates to improve the communications process

Associate Vice President of Content Strategy, Life Happens

Remote

Mar 2021 — May 2022

Provided high-level direction and oversight to the award-winning creative team. Developed the overall content strategy which aligns with organizational goals. Oversaw national awareness campaigns and digital launch of content for Life Happens and company partners like State Farm and New York Life. Monitor, measure and optimize the effectiveness of campaigns. Managed and secured celebrity spokesperson for Life Insurance Awareness Month (LIAM). Point-person for campaign media relations. Led campaigns committee with Fortune 500 C-suite executives and reported campaign results to board members. Responsible for creative budget and hiring, training, and managing a creative team, agencies, and freelancers.

Highlights:

- Reached an audience of 1+ billion with our LIAM celebrity spokesperson
- Garnered 5+ billion impressions during LIAM from media coverage which included *Money*, *Yahoo*, *Insider*, *Complex*, *Parents*, *Forbes*, *Ebony*, and *CNN*
- Led the most successful Insure Your Love campaign with over 3.1 billion media impressions and 600+ broadcasts on TV and radio from a national satellite media tour
- Launched a new logo and updated brand guidelines

- Worked with the product team to release a new version of Life Happens Pro, an award-winning insurance marketing B2B SaaS platform

Content Strategy Director, Life Happens

Remote

Oct 2019 — Mar 2021

Oversaw national campaigns, content strategy, social media, video, creative team, and budget. Directed the digital launch of consumer education resources to hundreds of company partners to further the mission of Life Happens. Continually worked to simplify systems and processes across the team. Built and led an in-house custom content agency for company partners. Promoted to Associate Vice President after leading the organization's most successful campaigns.

Social Media Manager, Life Happens

Remote

Apr 2019 — Oct 2019

Oversaw social media activities to ensure a coordinated, unified message and presence across properties, which included Facebook, Twitter, LinkedIn, Instagram, YouTube, and the blog.

Social Media Strategist, AAA

Lake Mary, FL

May 2013 — Apr 2019

Developed and supported Association social media content strategy for 2M+ social media followers across the AAA Federation. Collaborated with business lines, public relations, influencers, and 30+ AAA Organizations (Clubs) to plan, develop, and publish social media content in support of AAA's strategic plan for 59M+ members. Maintained industry and marketing knowledge, presented insights and recommendations, and acted as a consultant to AAA Clubs and governance groups (board of directors, subcommittees, task forces, etc.) on best practices.

Highlights:

- Developed and implemented the social media content strategy which increased National Office social media impressions by 47% and engagement by 135% YoY
- Created content for the Association that drove 587M+ impressions and engaged 6M+ people

Interactive Marketing Specialist, Central Florida Transportation Authority

Orlando, FL

Nov 2012 — May 2013

Managed strategy and content development for digital properties (website and social) that served an audience of 90,000 daily riders.

Highlight:

- Won "Best in Class for Social Media" in 2013 Florida Public Transportation Association Marketing competition

Web Content Specialist, YMCA of Central Florida

Orlando, FL

Mar 2011 — Nov 2012

Successfully assisted the VP of Marketing and Communications in driving and managing a rebrand for one of the largest nonprofits in Central Florida (160,000+ members). Created content for web and social digital properties.

EDUCATION

Bachelors of Science, Journalism, Liberty University

Lynchburg, VA

Aug 2004 — May 2008

COURSES

Leading for Creativity, IDEO U

Apr 2021

EXTRA-CURRICULAR ACTIVITIES

Volunteer Children's Ministry Director, Round Hill Baptist Church

Round Hill, VA

Mar 2019 — Present

REFERENCES

References available upon request