

BROOKE EDWARDS

7501 Apache Road || Little Rock, Arkansas 72205 || (501) 837-8464

brookeje@gmail.com || <https://www.linkedin.com/in/brookeedwards/> || www.brookeje.com

SUMMARY

A highly experienced and results-oriented communications professional with a demonstrated record of success in internal and external communications, writing and editing, social media management, executive communications, copywriting, blogger management, grant writing, process streamlining, and web content management. Possesses additional competency in social work, program management, and executive support. Leverages excellent collaboration and interpersonal skills to interface with diverse stakeholders across organizational levels. A highly adaptable and resourceful top performer dedicated to driving achievement of organizational objectives.

EXPERIENCE

ARKANSAS ECONOMIC DEVELOPMENT COMMISSION, Little Rock, Arkansas

Digital Content Manager, 2017-Current

Develop and manage agency blog and website content. Create and distribute monthly email newsletter. Manage agency social media accounts. Assist agency executive director with social media messaging and management. Work with digital agency of record to develop and execute digital communications plans. Establish processes to better analyze and refine digital communications efforts.

- Open rates for May and June 2018 email newsletters: 26.97% and 27.33%, respectively
- Twitter impressions for May 2018: 1.02 million

HEIFER INTERNATIONAL, Little Rock, Arkansas

Executive Communications Manager, 2015-2017

Developed and managed executive messaging for internal and external audiences. Prepared and implemented communication strategies and plans for organization-wide initiatives and projects. Provided voice and content for the organization's president and CEO, including articles, letters to donors, op-eds, social media management, speech writing, quotes, and video scripts. Established and produced weekly newsletter.

- Increased @HeiferCEO's Twitter follower count to more than 11,000
- Wrote keynote speech delivered by Pierre Ferrari at the Specialty Coffee Association of America 2015 symposium, the video from which has been viewed on YouTube more than 1,000 times

Senior Editor/Writer, 2013-2015

Authored, as ghostwriter for president and CEO, high-quality articles on international development, agriculture, and nutrition topics for publications including *Foreign Affairs*, *Huffington Post*, *Mother Earth News*, *Impatient Optimists*, CNN Online, and *InterAction*. Managed all social media accounts for president and CEO and Twitter account for chief marketing officer.

- Increased @HeiferCEO Twitter followers by average of 10 percent every month and Klout score from low 50s to above 60. Increased chief marketing officer's Twitter (@mktgmacgyver) followers from 391 to 2,339
- Managed Live Below the Line fundraising campaign for CEO, successfully raising \$11,000 in donations in 2014 and \$30,000 in 2015

Communications Specialist, 2009-2013

Streamlined process and produced stewardship reports for major donors. Wrote persuasive materials and proposals for major gifts officers to use to solicit major donors. Provided writing and editing support to marketing and creative teams. Took over Heifer Blog, managing minimum of 10 blog authors simultaneously, with minimum of 12 blog posts per week.

- Increased Heifer Blog visitor numbers by 145 percent and page views by 224 percent in first six months

SOUTHERN FINANCIAL PARTNERS, Little Rock, Arkansas

Grant Writer, 2007-2009

Produced content for organization and affiliate websites, annual report, and marketing publications. Wrote 39 grant proposals and letters of interest. Collaborated with creative director to realign organizational messaging to fit rebranding strategy. Supported colleagues at affiliate organization with editing and writing.

- Secured more than \$2,300,000 in grant income

ADDITIONAL EXPERIENCE

ARKANSAS SHERIFF'S YOUTH RANCHES, Batesville, Arkansas, **Coordinator of Professional Services, Executive Assistant to CEO for Program**, 2006-2007. Streamlined resident application process and restructured organizational policies and procedures manual. Served as liaison for board of directors, preparing materials and logistics for board meetings.

ARKANSAS ADVOCATES FOR CHILDREN AND FAMILIES, Little Rock, Arkansas, **Intern**, 2005-2006. Conducted program evaluation for coalition workgroup. Maintained high-volume donor and contact database after organization migrated data to new system.

EDUCATION

UNIVERSITY OF ARKANSAS, Little Rock, Arkansas

Master of Social Work, 2006

PROFESSIONAL DEVELOPMENT

Ragan Communications Executive Speech Writing, 2015; Foundation Center Grant Writing, 2008

COMPUTER SKILLS

Microsoft Office Suite; Adobe Photoshop, InCopy, InDesign, and Marketing Cloud

SOCIAL MEDIA MANAGEMENT

Facebook, Instagram, LinkedIn, Medium, Paper.li, Sprout Social; Twitter