

BROOKE EDWARDS, MSW

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SUMMARY

A highly experienced and results-oriented professional with a demonstrated record of success in grant writing, internal and external communications, process streamlining, writing and editing, social media management, digital advocacy, issue and electoral campaigns, executive communications, copywriting, blog management, 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 ADVOCATES FOR CHILDREN AND FAMILIES, Little Rock, Arkansas

Communications Director, 2018-Current

Develop and implement strategic communications plan for statewide public policy nonprofit organization. Responsible for media and public relations, website content, social media accounts, content creation, marketing and publications. Partner with team to develop organizational message guidance, talking points and other communications tools. Assist staff with the editing and production of issue briefs and reports, and responsible for disseminating research widely.

- Secured interview opportunities for staff in state, national and international press, including *Axios*, *The Nation*, *PBS NewsHour*, *Politico*, *ProPublica*, *Time*, *The Wall Street Journal*, and *The Washington Post*
- Produce weekly email newsletters during state legislative sessions
- Participated in successful ballot issue campaign in 2020 and 2022

ARKANSAS ECONOMIC DEVELOPMENT COMMISSION, Little Rock, Arkansas

Digital Content Manager, 2017-2018

Developed and managed agency blog and website content. Created and distributed two monthly email newsletters. Managed social media accounts. Worked with digital agency to develop and execute digital communications plans.

- 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% 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 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% and page views by 224% 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

EDUCATION

UNIVERSITY OF ARKANSAS, Little Rock, Arkansas

Master of Social Work, 2006

VOLUNTEER

Moms Demand Action for Gun Sense in America, 2015-current

COMPUTER SKILLS

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

COMMUNICATIONS, DIGITAL ADVOCACY AND SOCIAL MEDIA MANAGEMENT

The Action Network, Engage, Facebook, FiscalNote, Instagram, Medium, Meltwater, Sprout Social, Twitter, Voter Action Network, VoterVoice