

# BARBARA WASHINGTON

Wilmington, NC

## COPYWRITING- DIGITAL MARKETING- SALES

### CORE SKILLS

- Linguistics and communications, marketing
- Journalism (breaking news, investigations)
- Lead generation, sales and negotiation
- Problem-solving, critical thinking
- Basic combat training, emergency & crisis management
- Security & cybersecurity, threat intelligence/OSINT
- Digital marketing and AI tools and training
- Research, analysis, writing and editing

### SUMMARY

Focused and determined multilingual cybersecurity writer & sales rep with leadership skills, steady in fast-paced environments. Mission-oriented investigator and lead generator. Easily maintains knowledge of complex guidelines, and explains these topics to stakeholders. Nurtures relationships, works independently.

### EDUCATION

#### Fayetteville Technical Community College

2012-2013

- Intelligence Studies- no degree

#### Santa Barbara City College

2000-2004

- Multimedia Journalism- no degree

### WORK EXPERIENCE

#### Business Development Representative | No Hitter, Inc.

2025- Present

- Builds a strong pipeline using tools like LinkedIn, Apollo, Lusha, Clay, ZoomInfo, Hubspot.
- Sales team leadership by demonstrating skill in meeting targets & generating business through cold calling and emailing, copywriting, strategic initiatives and social selling.

#### Copywriter, Journalist, Bookseller, Digital Media Coordinator | Freelance

1997 - Present

- Pitches 3-5 story ideas per day and writes 600-3000 words per day with research and interviews as needed, in AP-Style and using SEO techniques, clarifying brand voice & message.
- Blog posts, breaking news, investigations, features and reviews. Occasional graphic design.
- Manages email marketing, social media, web copy, newsletters and blog posts for clients.

#### Loan Officer | Movement Mortgage

2017-2024

- Helped team achieve top 1% of loan officers in the nation for 7 consecutive years in both units and volume. Volunteered to assist team members in cyber & with translations.
- Oversaw a pipeline of 1-30 loans per month, generating leads by nurturing the 7,261 relationships in my team's CRM, managing the deal until closing and consistently achieving sales goals.
- Problem solved by analyzing secure data, maintaining knowledge of complex guidelines, and communicating effectively with all parties, thinking out of the box.

#### Security & Loss Prevention Officer | Contract

1996-2006

- Maintained knowledge of complex guidelines & procedures to protect assets and information.
- Collaboration with a team to prevent loss, from controls to surveillance through detention until arrival of law enforcement. Utilized surveillance techniques & CCTV. Managed emergencies.
- Continually evaluated and improved security posture & trained daily in these procedures.

### CERTIFICATIONS

- Hubspot: Sales Hub Certified exp 2026
- The Cyber Institute: OSINT Certified exp 2026
- Arc X: Foundation-level Cyber Threat Intelligence certified exp 2026