

BARBARA WASHINGTON

Wilmington, NC USA

COPYWRITING- DIGITAL MARKETING- TECHNICAL SEO - CYBERSECURITY SALES

CORE SKILLS

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

SUMMARY

Multilingual writer, editor, and sales and marketing professional with expertise in lead generation, content strategy, and demand generation. Adept at investigating opportunities, crafting compelling messaging, and building relationships that drive growth. Combines business development skills with creative storytelling to deliver measurable results in fast-paced environments. Analytical thinker.

EDUCATION

Intelligence studies 2012-2013

- Fayetteville Technical Community College

Multimedia Journalism 2000-2004

- Santa Barbara City College

CERTIFICATIONS

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

WORK EXPERIENCE

Business Development & MARCOM specialist | Contractor

1997 - Present

- Originates and pitches 3-5 story ideas per day, writing 600-3000 words per day in AP-style via CMS.
- Uses Canva, Google or Microsoft suite, ClickUp, Asana, or GitHub, alongside a number of AI products to produce technical copy on deadline and manage design projects. Edits and translates as needed. Conducts SEO research and utilizes SEO best-practice techniques via tools like ahrefs, SemRush, Google Analytics, Google Search Console, and NightWatch, as well as utilizing AI/LLM research and prompting alongside HTML and CSS throughout the day.
- Manages email marketing, social media, web copy, newsletters and blog posts for clients. Clarifies brand voice & messaging. Plans and delivers events as well as marketing and content calendars. Writes copy to sell and persuade.
- Lead generates and develops business from networking through nurturing. Maintains CRM and manages pipelines using tools like LinkedIn, Apollo, Lusha, Clay, ZoomInfo, Hubspot, Salesforce, and Cloze, keeping all parties informed throughout a deal and managing stakeholder communications.
- Meets targets & generates business through cold calling up to 100 people per day B2B & B2C, copywriting and email outreach B2B & B2C, and strategic initiatives and social selling. Coaches teams and individuals.
- Provides market research, social media research, and industry breaking news. Manages affiliate sales and marketing.

Loan Officer | The Washington Lending Team at 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 necessary 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 | Contractor

1996-2006

- Maintained knowledge of complex guidelines & procedures to protect assets, data, and information.
- Collaboration with an internal team and with law enforcement 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.