

MARISA D. HIGGINS

MarisaDHiggins@gmail.com

Content Writer | Instructional Designer | Program Manager | Communications Manager | Strategic Planner

KEY SKILLS

- 10+ years of experience crafting impactful messaging for diverse audiences in digital and print formats
- Increased online magazine viewership and audience engagement by 5% through SEO-optimized content and strategic communication
- Managed events and conferences with 200+ attendees, from planning to execution
- Expert at fostering inclusive communities and building strong relationships with diverse populations
- Coordinated comprehensive marketing campaigns across social media, email, and web platforms to increase event and program attendance by 15%
- Utilized data analysis tools (Google Analytics, Google Search Console) to measure and enhance communication effectiveness
- Experience leading cross-functional teams, mentoring students and professionals, and direction internship programs focused on career development

PROFESSIONAL EXPERIENCE

Self-Employed | Content Writer, Instructional Designer, SEO Copywriter March 2024-Present

→ Content Writer, Instructional Designer, SEO Copywriter

- Developed SEO optimized for blog posts, articles, white papers, and case studies targeting diverse audiences
- Designed online courses, virtual learning centers, and corporate training programs using adult-learning theory and the ADDIE model
- Developed and enhanced internal communications strategies to support leadership initiatives and strengthen employee engagement
- Produced intuitive UX-focused digital content to enhance website and app user experiences
- Provided consulting services in strategic planning, project execution, and personalizing writing coaching for clients

East Tennessee Clean Fuels | Knoxville, TN November 2022-Present

→ Director of Communications November 2023-March 2024

→ Freelance Communications Assistant November 2022-October 2023

- Directed all communications and marketing strategies, ensuring consistent brand messaging and audience engagement
- Led college internship programs, providing mentorship and overseeing sustainability-focused capstone projects
- Spearheaded grant writing initiatives, securing funding for key nonprofit programs
- Managed web content and microsites, utilizing data analytics to improve outreach and performance

University of Tennessee August 2017 - July 2023

→ Lecturer of English

- Developed innovative curricula, written pieces, training materials, and detailed schedules
- Facilitated an inclusive writing classroom community and inspire social belonging through classroom discussion and collaborative learning
- Authored original research publications and presented critical research at 20+ conferences
- Created newsletters, social media copy, curriculum and blogs using engaging storytelling
- Mentored new instructors and graduate students on effective teaching practices
- Crafted training content and exercises for writing instructors/tutors

- Designed events and conferences from idea, planning, and through to execution
- Attended regular conferences, training, and professional development seminars

University of North Carolina Wilmington | Wilmington, NC August 2015 - June 2017

→ Advisor, Student Programming Board

- Managed a \$60,000 for student programs and events, increasing campus engagement by 10%
- Provided academic and career mentorship for student board members, fostering leadership and project management skills
- Mentored undergraduate student board on academic and career goals
- Implemented cross-departmental participation and deployed multiple marketing strategies to boost event participation and enhance campus community-building

West Virginia Energy Express | Morgantown, WV August 2009 - August 2017 (Summers Only)

→ Volunteer Coordinator

- Recruited, trained, and managed volunteers for summer reading programs and special events to support K-5 learners
- Organized and facilitated reading programs and delivered education sessions to enhance reading instructors and volunteers' ability to support student learning
- Developed and maintained strong community relationships, fostering engagement and support for program initiatives
- Coordinated and implemented marketing strategies to increase program visibility and community involvement

Fairmont State University | Fairmont, WV August 2011 - August 2015

→ Program Advisor

February 2015-August 2015

→ Admissions Guide

August 2011-January 2015

- Provided campus tours to prospective student groups and families to showcase university facilities and programs
- Assisted in managing and executing campus orientations and student visitation days, enhancing the student onboarding experience
- Served as the assistant to the provost, editing the college catalog to ensure accurate and current academic information
- Collaborated with university departments to facilitate smooth event logistics and improve student engagement efforts

EDUCATION

University of North Carolina Wilmington | Wilmington, NC May 2017

Master of Arts | English

Fairmont State University | Fairmont, WV May 2014

Bachelor of Arts | English

Bachelor of Arts | French