

# MONIQUE J. WORTHY

## COMMUNICATIONS AND STRATEGY EXPERT

### CONTACT

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### PROFESSIONAL SKILLS

Adobe Acrobat DC  
Adobe Photoshop  
Adobe Premier Pro  
Adobe Spark  
Alteryx  
Brand Development + Management  
Brandwatch  
Constant Contact  
Content Strategy  
Data Analytics  
Digital Strategy Development  
Drupal  
Event Planning + Management  
Google Ads  
Google Analytics  
Handshake  
Hootsuite  
Keyword Planning/Research  
Lucidpress  
MailChimp  
PPC  
Project Management  
Qualtrics  
Marketing Cloud  
SEO  
Sprout Social  
Tableau  
Wix  
WordPress  
Writing + Editing

### PROFILE

Energetic and results-driven marketing and communications professional with over ten years of experience developing and executing innovative marketing strategies, crafting engaging content for diverse channels, and managing cross-functional projects. Adept at collaborating with internal and external stakeholders to achieve brand objectives, enhance brand visibility, and drive growth. Skilled in communications, content strategy, and social media management, with a proven track record of delivering high-impact campaigns that generate leads and foster engagement. Committed to leveraging exceptional communication skills and keen attention to detail to evaluate organizational messaging and reputation.

### WORK EXPERIENCE

#### **Assistant Director of Communications & Content Strategy**

Manning College of Information and Computer Sciences (CICS) | UMass Amherst  
June 2023 - Present

- Collaborate with the Director of Strategic Initiatives and Communications to develop, implement, and manage a comprehensive content and messaging strategy for the college
- Generate ideas for communications to engage external and internal constituents and effectively promote the college
- Assign research and writing projects, proofread, edit, and approve content before public release
- Supervise the Communications Manager and a team of student communications assistants
- Manage and coordinate a decentralized content management strategy for the college website, including uploading material for the homepage
- Direct the college's social media presence, ensuring all posts were engaging, accurate, and aligned with strategic goals
- Monitor social media reach and response to ensure strategic goals are met
- Collaborate with the university's Office of News & Media Relations to develop media strategies and pitches for high-profile stories
- Maintain lists of faculty media experts and targeted media outlets
- Create content calendars to maximize and leverage content across various channels, including web, video, social media, print collateral, email blasts, and e-newsletters
- Maintain an electronic archive of text, photo, and video content
- Provide insights on best practices and content strategies for various groups within CICS, including career development, diversity and inclusion, and student advising offices
- Generate periodic reports on communications metrics for presentation to college leadership

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### PROFESSIONAL CERTIFICATIONS

- **Certified Digital Marketing Professional**  
Digital Marketing Institute  
In Progress
- **Strong Interest Inventory Certified Practitioner**  
May 2021
- **Continuing Professional Education: Data Wrangling**  
Pricewaterhouse Coopers  
Jan 2021
- **Continuing Professional Education: Data Visualization**  
Pricewaterhouse Coopers  
Jan 2021

### WORK EXPERIENCE

#### Communications Manager

Manning College of Information and Computer Sciences (CICS) | UMass Amherst  
Oct 2021 - June 2023

- Strategized with the Assistant Director of Communications to create, write, fact-check, and edit diverse content for publication, including articles, newsletters, emails, and social media posts, ensuring professional quality of digital and print materials while liaising with internal clients to ensure timely delivery and alignment with college and university goals
- Monitored and ensured engaging and accurate social media posts while maintaining an up-to-date knowledge of social media platforms, trends, and best practices
- Worked with Senior Web and Graphic Designer as well as Digital Marketing and Communications Specialist to plan, create, and maintain web content
- Provided content strategy and best practice insights within the college, including the career development and diversity and inclusion offices
- Partnered with the university's Office of News and Media Relations to plan media strategies for high-profile story pitches
- Contributed to developing content, communications, and marketing strategies, generating engaging communication ideas for the internal and external promotion of the college
- Active member of the college's Diversity Committee

#### Program Coordinator

Office of Career Services | Xavier University of Louisiana  
Jun 2018 - Oct 2021

- Used creative tools, including Adobe Creative Suite, for content creation, photo manipulation, and publication design
- Devised content calendar and created social media content across multiple platforms
- Initiated employer meetings to determine recruitment needs
- Devised on-campus communication strategy for employer partners
- Identified and targeted faculty and student segments relevant to each employer partner to maximize visibility and student participation
- Managed all departmental spending and office budgets, leading vendor negotiations to obtain cost-effective services and products
- Developed, reviewed, and edited proposals for grants and gifts
- Coordinated statistical data analysis, design, and information flow
- Developed and executed small- and large-scale events, including career fairs and multi-day alumni functions
- Tracked and reported program results to facilitate change management activities