

BRITNEY GULLEDGE

DIRECTOR OF COMMUNICATIONS & RESEARCH

302-743-6963

Britney.gulledge@gmail.com

www.britneygulledge.com

Washington, D.C.

SKILLS

- Storytelling & Journalism
- Qualitative and Quantitative Research Design and Implementation
- Project Management
- Evaluation Research
- Communications Strategy
- Social Media Marketing
- Email Marketing
- Strategic Messaging
- AP and APA style writing
- Team leadership

TECHNOLOGY

Adobe Creative Suite (InDesign, Photoshop, Illustrator), WordPress, Constant Contact, Mail Chimp, Cision, Google Analytics, Google AdWords, MaxQDA, Stata, NVivo

EDUCATION

Ph.D. in Communication, Culture & Media Studies

Howard University | May 2023
Concentration: Health Communication

Leadership, Organizing & Action Certificate

Harvard University Kennedy Center
May 2018

M.S. in Marketing Management

Wilmington University | May 2016

Bachelor of Arts in Journalism

Hampton University | May 2011
Concentration: Public Relations

PROFILE

Results-oriented Communication Strategist and Qualitative Researcher with a proven track record in health equity research within a private and academic setting. Highly skilled in project management, evaluation research, community engagement, and communication strategy. Experienced in leading qualitative and quantitative research studies, providing subject-matter expertise, managing budgets and project teams, and delivering strategic guidance to clients. Driven by a commitment to health equity and community-engaged research.

WORK EXPERIENCE

Director of Communications

Community of Hope

February 2022 - Present

- Spearheaded integrated strategic marketing and communication plans, elevating awareness of health care services, education programs, and advocacy initiatives.
- Led cross-functional project teams, skillfully managing multiple project budgets and schedules.
- Focused on fostering community engagement and collaborating with diverse stakeholders to ensure inclusive approaches.
- Produced an organizational language equity guide derived from focus group research, ensuring communication inclusivity.

Research Assistant, ProjectREFOCUS (CDC)

Howard University

May 2022 - March 2023

- Assist in conducting research on the experiences of historically marginalized and disproportionately affected populations, focusing on monitoring the presence of racism and social stigma in communities, and providing real-time response strategies for public health practitioners.

Content Strategist

CLD Financial

July 2019 - January 2022

- Managed content marketing strategy for an award-winning personal finance company.
- Strategized content across platforms, including email, social media, and newsletters.
- Conducted market research and evaluation to inform content development.
- Contributed to business development initiatives and proposal development.
- Collaborated with cross-functional teams to execute projects within budget and timeline.
- Created and established a standard analytic reporting process for the organization.

Digital Marketing Specialist

U.S. Pharmacopeia

December 2019 - December 2021 (Contract)

- Collaborated with marketing teams to design and deploy digital marketing initiatives focused on global health.
- Developed content for the website and social marketing outlets.
- Directed email and ad campaigns to target specific audiences.
- Generated reports on social media and digital campaigns, providing insights for best practices.

PR/Digital Editorial Associate





Wilmington University

September 2012 - August 2018

- Managed the creation and publication of digital publications.
- Analyzed metrics to assess content reach and engagement.
- Cultivated social media engagement and facilitated community interactions.

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WORK EXPERIENCE (CONTINUED)

Marketing/PR Coordinator

JD Kurtz Inc.

November 2012 – June 2016

- Managed comprehensive marketing and public relations activities for the overall brand, overseeing a retail storefront and B2B home decor business.
- Developed effective marketing and advertising strategies, plans, and objectives.
- Executed email marketing campaigns, resulting in significant growth of the email list and improved email marketing efforts.
- Successfully increased social media engagement by 110% within two years.

Marketing Manager

Simon Eye Associates

November 2011 – June 2012

- Directed advertising and promotional activities for the company, ensuring brand consistency and impact.
- Established and maintained strong community relationships through event participation and sponsorships.

ACADEMIC APPOINTMENTS

Teaching Associate (Instructor of Record)

Howard University

January 2019 to May 2022

Served as the instructor of the Principles of Speech course taught in the Strategic Legal and Management Communication department. Facilitated instructional activities, learner engagement, and classroom management to ensure student achievement of learning outcomes.

Program Associate

Howard University

September 2019 to April 2020

Assist in creating and facilitating social media training for the HU School-Based Behavioral Health Program. This training was delivered to seven Washington, DC schools including four high schools, two middle schools, and one elementary school.

AFFILIATIONS & ROLES

Black Mothers in Power

October 2019 – April 2022

Network Delaware Steering Committee

May 2017 – August 2018

James H. Gilliam, Sr. Fellow,
Metropolitan Wilmington Urban League

Jan 2017 – Oct 2018

Advisory Committee Member for Jane
and Littleton Mitchell Center for African
American Heritage


April 2017 – July 2018


Red Shoe Society Member

September 2015 – February 2018


REFERENCES


Dr. Erika Byers

 347-557-8468

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Dr. Wei Sun

 202-806-7694

 wei.sun@howard.edu