

PRECIOUS DORCH-ROBINSON

Washington, D.C. | preciousdorobin@gmail.com | preciousdr.com

DIGITAL MARKETING | SOCIAL MEDIA STRATEGY | PROJECT MANAGEMENT

Creative and results-driven marketing and communications professional with experience in managing multimedia production, content strategy, and social media campaigns. Skilled in growing brand awareness and engagement across digital platforms. Adept at leveraging technology to elevate digital marketing and content management to enhance digital footprint and engage audience effectively.

SIGNATURE ACHIEVEMENTS:

- ✓ Doubled social media engagement and significantly increased scholarship website traffic through strategic campaigns.
- ✓ Ensured on-time delivery for materials across 2+ national conferences and 2 galas, streamlining vendor coordination.
- ✓ Boosted web traffic by 20%, driving over 70+ program registrations through effective online marketing efforts.

SIGNATURE STRENGTHS & COMPETENCIES

DIGITAL MARKETING & SOCIAL MEDIA

Google Analytics
SEO
Hootsuite
Social Media Strategy Development

MULTIMEDIA PRODUCTION

Adobe Creative Suite
Final Cut Pro
AVID
ENPS

CONTENT CREATION & MANAGEMENT

Mailchimp
Asana
WordPress
Meltwater

PROFESSIONAL EXPERIENCE

THURGOOD MARSHALL COLLEGE FUND – WASHINGTON, DC | JUN. 2021 – JAN. 2024

Brand Marketing Manager

- Devised and executed social media strategies that doubled audience engagement and increased traffic to the scholarship application website by 35% within 4 months.
- Overhauled brand standards guides and digital library, resulting in a reduction in marketing material production timeline and an improvement in the new hire onboarding process.
- Executed internal marketing requests and coordinated with vendors, ensuring on-time delivery of marketing projects.
- Maintained brand consistency across all platforms by leveraging TMCF's brand and stylistic guidelines, resulting in a 95% approval rate on first review for digital and printed content.

THE CREATIVE GROUP – WASHINGTON, DC | OCT. 2020 – JUN. 2021

Communications Associate - Robert Half

- Streamlined the coordination and monitoring of print and marketing materials with vendors, ensuring timely delivery for 2+ national conferences, 2 galas, and multiple campaigns annually.
- Developed comprehensive training materials, enhancing their onboarding experience and ensuring smooth execution of communication department functions.
- Reviewed, copy edited, and proofread content across various platforms, contributing to an increase in social media engagement and policy priority awareness.
- Oversaw and produced weekly newsletters, blog posts, and web copy, adhering to strict project deadlines.

NARFE – ALEXANDRIA, VA | FEB. 2018 – AUG. 2020

Digital Communications Assistant and Editor

- Enhanced shared media reach, brand awareness, and followership by leading omnichannel, integrated digital marketing programs and campaigns.
- Boosted real-time followership by implementing targeted digital activation strategies, including hashtags, and SEO tactics.
- Directed the production of *NARFE Magazine*, ensuring the delivery of credible, engaging content to its 180,000 subscribers.
- Spearheaded the development and management of the organization's social media accounts, leading to a 50% growth in audience size and engagement.
- Monitored social media feeds, digital assets, and identified strategic opportunities for audience expansion.

AMERICAN INSTITUTES FOR RESEARCH – WASHINGTON, DC | AUG. 2016 – JAN. 2018

Communications Associate, Prime Time Sister Circles®

- Enhanced web traffic by 20% through strategic online marketing efforts, resulting in over 70+ registrations for the Prime Time Sister Circles® program, to promote health education among Black women.
- Conceptualized, edited, and published impactful original content, including e-newsletters and brochures, leading to an increase in engagement and awareness.
- Ensured brand consistency across all digital platforms by conducting thorough audits of the Prime Time Sister Circles® website.
- Introduced an integrated content and event calendar, improving organizational efficiency, data integrity, and information accuracy.

EDUCATION

Bachelor of Science - Broadcast Journalism | Florida A&M University, Tallahassee, FL | May 2014