

PRECIOUS DORCH-ROBINSON

www.preciousdr.com

Brand Marketing Manager, June 2021 – Jan. 2024
Thurgood Marshall College Fund, Washington, DC

- ✦ Devised and executed social media strategies in support of brand campaigns, doubling audience engagement and driving traffic to scholarship application website
- ✦ Overhauled brand standards guides and digital library to maximize efficiency within the marketing department and elevate the on-boarding process.
- ✦ Executed internal marketing requests and coordinated with vendors to adhere to tight project deadlines
- ✦ Maintained brand consistency by leveraging TMCF's brand and stylistic guidelines to edit, review, and approve digital and printed content

Communications Associate - Robert Half, Oct. 2020 – June 2021
The Creative Group, Washington, DC

- ✦ Streamlined, coordinated and monitored print and marketing materials with vendors for national conferences, galas and campaigns
- ✦ Trained, guided and developed materials for new hire to ensure smooth execution of communication department functions
- ✦ Reviewed, copyedited and proofread copy content for social media, policy priorities, digital campaigns and toolkits
- ✦ Oversaw, produced and copyedited newsletters, blog posts and web copy within the project's deadline

Digital Communications Assistant and Editor, Feb. 2018 – Aug. 2020
NARFE, Alexandria, VA

- ✦ Drove shared media reach, brand awareness, and followership by championing omnichannel, integrated digital marketing programs and campaigns
- ✦ Earned 1,500K+ real-time followers by mobilizing digital activation strategies through hashtags, interactive advertising games, and search engine optimization (SEO) tactics
- ✦ Owned, project-managed, and proofread NARFE Magazine to produce credible, engaging content for its 180,000 circulation while curating and editing NARFE NewsLine weekly newsletter and "The Way We Worked" magazine column
- ✦ Developed and managed the organization's social media accounts, monitored social media feeds, digital assets, and identified opportunities to grow audience

Communications Associate - Prime Time Sister Circles, Aug. 2016 – Jan. 2018
American Institutes for Research, Washington, DC

- ✦ Boosted web traffic by 20 percent; amassed 70+ registrations for Prime Time Sister Circles program focused on Black female learning programs for rectifying health, fostering weight loss, and understanding medication
- ✦ Conceptualized, edited, and published original content (i.e. e-newsletters and brochures) and implemented social media strategies to promote and position women-focused health and fitness programs for nonprofit organizations
- ✦ Maintained a cadence of brand consistency by auditing Prime Time Sister Circles® website channels and executing copyediting and revision tactics to ensure content alignment and overall fit
- ✦ Sparked data integrity, information accuracy, and organization by generating an integrated calendar to track content, social media initiatives, and events



**Digital Communications
Manager**

📍 Washington, DC
✉️ preciousdorobin@gmail.com

EDUCATION

Florida A&M University,
Tallahassee, FL
**Bachelor of Science in
Broadcast Journalism**
Graduation Date: May
2014

SKILLS

SOCIAL MEDIA

Google Analytics,
Constant Contact,
Hootsuite, SEO,
Wordpress

VIDEO EDITING

Nonlinear Editing, Adobe
Premiere, Final Cut Pro,
AVID

DESIGN

Adobe Photoshop, Adobe
Illustrator

NEWS MANAGEMENT SYSTEMS

Dalet, ENPS