

Whitney Dawn Carlson

writer. editor. social media enthusiast. storyteller. activist.

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EXPERIENCE

National WIC Association, Marketing and Communications Manager

April 2020 — Present, Washington, District of Columbia

- Lead NWA's brand and communications, including social, blog, newsletter, committee, outreach, and marketing strategies and campaigns.
- Administer WIC's \$3M national branding and marketing campaign while strategizing with 60+ state agencies and external vendors; supervise an associate who assists.
- Conceptualized health equity, public health, and policy advocacy campaigns while working with politicians, USDA staff, and partner organizations.

First Book, Marketing and Communications Coordinator

June 2018 — August 2019, Washington, District of Columbia

- Wrote, edited, and maintained website and blog posts and strategies while coordinating with multiple teams and organizational partners.
- Used analytic reports to make social media and digital fundraising strategy changes.
- Maintained day-to-day and big-picture social media while serving multiple teams.
- Assisted with internal and external communications, as well as writing, editing, campaigns, projects, and social media needs, including live coverage.

Lansing State Journal, Digital Producer

October 2017 — May 2018, Lansing, Michigan

- Managed four Gannett websites in Michigan, worked with reporters, editors and photographers to improve appearance, maximize SEO, and promote stories.
- Met deadlines, proofed print pages, and edited stories for grammar, accuracy, and SEO keywords. Managed social media accounts and monitored web traffic.
- Created audience-driven content with galleries, videos, and stories.

Chicago Tribune, Social Media Editor

May 2014 — November 2016, Chicago, Illinois

- Managed numerous social accounts with scheduled and live coverage.
- Trained staff on effective and efficient social media practices and created social strategies for investigative projects.
- Found peak times and responded to readers, increasing engagement.
- Created a Tumblr, resulting in 10K followers in six weeks and 30K within a year.

Planned Parenthood of the Heartland, Advocacy and Organizing Intern

January 2013 — January 2014, Lincoln, Nebraska

- Recruited, trained, and mobilized volunteers across Nebraska; Organized largest phone bank in branch's history; lobbied legislators.
- Researched political candidates; tracked media pieces on organization.

SKILLS — WEB

Twitter | Twitter ads | Tumblr
Facebook | Facebook ads
LinkedIn | Pinterest
Snapchat | Instagram | Reddit
YouTube | Canva | CartoDB
Buffer | Tweetdeck | Sprout
Omniure | CrowdTangle
WordPress | Blogger | Wix
Squarespace | Wochit | HTML
Brightcove | Infogram | Slack
Chartbeat | Google docs,
sheets, analytics Hootsuite
University certified

SKILLS — PROGRAMS

Microsoft Office | Photoshop
InDesign | iMovie | Presto
NGP VAN | NewsGate | Cision
Meltwater | AP Newsroom

SKILLS — BASIC + SOFT

AP Style | Editing | Writing
SEO | Research | Brand
Management | Problem
Solving | Interpersonal and
Organization Communication
Persistence | Adaptability
Crisis Management

EDUCATION

**University of Nebraska-
Lincoln**

Bachelor's: Journalism and
Mass Communications

Minors: English, Political
Science, Sociology

VOLUNTEER WORK

South Dakota Quilt Guild
2018-Present

CASA for Children,
2018-Present

South Dakota Arthritis
Foundation 2019-2020