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| David McCorveyCommunications and Marketing Specialist910 15th Street Northwest, Washington, DC, 20005 | (859) 537-5254dwmccorvey@gmail.com |  |

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| Professional summaryDynamic Communications and Marketing Specialist, adept in strategic communication and innovative marketing solutions. Excels in crafting compelling content and executing effective campaigns to enhance brand visibility and engagement. Committed to leveraging digital analytics and creative strategies to drive business objectives and stakeholder value. Fluent in and minored in Spanish. Employment historySo Others Might Eat (SOME) | Communications and Marketing Manager | Washington, DCFeb 2023 - Present* Streamlined email outreach, improving open rate by 60%
* Orchestrated photo/video shoots, enhancing client-provider connection
* Forged media relations, driving event promotion and engagement
* Redesigned website, optimizing UX/UI and content
* Maintained highest nonprofit accreditations, ensuring industry respect
* Pioneered innovative donor management strategies, strengthening funding and support.
* Boosted social media engagement by 40%, expanding audience reach.
* Implemented AI-driven analytics to track marketing ROI, enhancing strategy precision.
* Developed a multi-platform content strategy, increasing brand visibility.
* Overhauled CRM system, improving data accuracy and usability.
* Conducted market research that influenced new campaign directions.
* Expanded network of local community based organizations, donors, and partners in DC area.

Kentucky Entertainment Television - PBS | Marketing InternApr 2018 - Jul 2018* Spearheaded marketing strategies, enhancing brand visibility
* Boosted leads by 30% via innovative communication tactics
* Utilized analytical skills to evaluate campaign performance
* Resolved marketing issues, optimizing ROI by 20%
* Influenced business growth through strategic marketing

Fayette County Board of Education | Communications Intern | Lexington, KYMay 2018 - Present* Spearheaded innovative marketing strategies
* Boosted brand visibility by 30%
* Utilized analytical skills to assess market trends
* Resolved communication bottlenecks, enhancing efficiency

WKYT News – CBS Affiliate | Broadcast News InternMay 2018 - Aug 2018* Led strategic marketing initiatives
* Increased brand visibility by 30%
* Developed effective communication plans
* Resolved internal communication bottlenecks

SOME | Communications and Marketing AssistantJun 2019 - Jun 2020SOME | Communications and Marketing AssociateJun 2020 - Jun 2021SOME | Communications and Marketing CoordinatorJun 2022 - Feb 2023EducationAsbury University, Wilmore, KY | Bachelor of Art in Communications, minor in SpanishMay 2019 - May 2019Georgetown University, Washington, DC | Masters in Public Relations/Corporate Communications2019 - Jun 2023Skills

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| **Communication** | **Public Relations** |
| **Corporate Communications** | **Television** |
| **News** | **Spanish** |

Additional informationHonors and Leadership• Current Racial Equity Steering Committee Member• Managed $50,000+ Advertising Campaign at Asbury in 2018.• Written over 350 news stories for SOME’s blog.• Advertising manager of The Collegian, student ran news publication on campus.• Founding member of public relations student society of America - Asbury chapter.• Asbury Men's basketball team captain.• Promotion from Comms/Marketing Assistant to Manager.• WACW online radio host – The Sports Attic weekly university wide broadcast. |