

MARISSA NEWHALL

Digital strategist for brands, causes, & government

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🌐 <http://thisismarissa.com>

📍 Washington, DC



CAREER HIGHLIGHTS

Director of Digital Strategy, Senior Advisor

U.S. Department of Energy

📍 Washington, DC | Aug. 2013 - Jan. 2017

Managed the editorial and technical teams that create code and content for Energy.gov, the Energy Department's primary public-facing website. Served as senior digital strategy advisor to U.S. Secretary of Energy Ernest Moniz.

- Managed a \$3.5M budget and strategic internal/external relationships
- Revamped the agency's consumer-facing branding and marketing plan
- Created Energy's first data-driven digital content/social media strategy
- Built and managed an 8-person multidisciplinary digital content team
- Migrated two-dozen standalone websites to one open-source platform
- Built bridges between technical teams, users and internal stakeholders
- Staffed Secretary Moniz and other officials at events and briefings

Digital Project Manager, Offshore Wind

Clean Energy Group

📍 Washington, DC | Feb. 2012 - Aug. 2013

Managed strategic digital communications for the Offshore Wind Accelerator Project, a campaign to advance offshore wind development in the U.S.

- Led a coalition of 50+ venture capitalists, utility executives, government officials and other offshore wind industry stakeholders
- Created a brand identity and lightweight website to support the project
- Grew project's social media following from 0 to 2,000+ in three months
- Organized and led events at the 2012 AWEA Windpower conference

Director of Digital Communications

SmartPower.org

📍 Washington, DC | April 2010 - Feb. 2012

Managed social media and digital marketing campaigns for SmartPower.org, a nonprofit organization that combines digital platforms and consumer marketing strategies to encourage energy efficient behavior change.

- Used consumer market research to develop digital products & campaigns
- Drove sales of solar power via the Arizona Solar Challenge campaign
- Led mobile-first, open-source redesign of company website

Staff Writer

The Washington Post

📍 Washington, DC | June 2007 - April 2010

Reported and wrote on-deadline news/feature stories and contributed to the Style section's daily "Reliable Source" column.

- Earned more than 200 bylines in print and online
- Helped cover the 2008 presidential campaign, the first Obama inauguration, and two White House state dinners

EDUCATION

Master of Public Policy

Georgetown University

📅 May 2013 📍 Washington, DC

BA, Visual Media

American University

📅 May 2007 📍 Washington, DC

SKILLS & STRENGTHS

Leading collaborative creative teams

Strategic brand thinking

User-centered product design

Managing strategic relationships

Writing, editing & public speaking

ACHIEVEMENTS

Built the federal government's largest & best digital content & marketing team

We launched Energy.gov's first podcast in 2016.

Modernized Energy.gov with new design

Led a 2016 effort to update Energy.gov's mobile-first look-and-feel while improving functionality.

Biked across an entire state

Iowa. Twice.