

# Marissa Newhall

Digital strategist for brands, causes, & government

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## WORK EXPERIENCE

### Founder & Digital Strategy Consultant

**Marissa Newhall LLC** 01/2017 - ongoing Washington, DC

Sole proprietor of my own company, providing strategic consulting & support to individuals and organizations who want to strengthen their digital brand or create a new one from scratch.

- Clients include the Nuclear Threat Initiative, the Energy Futures Initiative, and former Energy Secretary Ernest Moniz

### Director of Digital Strategy, Senior Advisor

**U.S. Department of Energy** 08/2013 - 01/2017 Washington, DC

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 Advisor to Energy Secretary Ernest Moniz.

- Managed a \$4M budget and strategic internal/external relationships
- Built & managed a cross-functional 10-person team
- Developed & executed DOE's first data-driven digital content strategy
- Led migrations of two-dozen legacy websites to one Drupal platform
- Built bridges between users, technical teams, & internal stakeholders
- Led all digital content production, including launch of first DOE podcast
- Advised Energy Secretary Moniz on high-profile digital initiatives

### Digital Project Manager, Offshore Wind

**Clean Energy Group** 02/2012 - 08/2013 Washington, DC

Managed strategic digital communications for the Offshore Wind Accelerator Project, a campaign to advance offshore wind in the U.S. supported by a one-year grant from the Rockefeller Brothers Fund.

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

### Director of Digital Communications

**SmartPower** 04/2010 - 02/2012 Washington, DC

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

- Used consumer market research to plan and execute digital products & campaigns for municipal government and utility company clients
- Drove sales of solar power via the Arizona Solar Challenge campaign
- Led a mobile-first Drupal redesign of company website

### Staff Writer

**The Washington Post** 06/2007 - 04/2010 Washington, DC

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

## ABOUT MARISSA

I'm a writer, digital strategist, creative leader, and brand thinker with a decade of experience managing people, projects, and campaigns. In January 2017, I left the Obama Administration and started my own digital strategy consulting company. Now, I'm looking for a full-time role as a strategist or client services associate at a digital creative agency in Washington, DC.

## SKILLS & STRENGTHS

- ★ Leading cross-functional teams
- ★ Managing strategic partnerships
- ★ Writing, editing, and public speaking
- ★ Solving problems with data & design
- ★ Delivering flawlessly on deadline

## EDUCATION

### Master of Public Policy

**Georgetown University**

08/2011 - 05/2013

- Thesis defined the functional relationship between federal transportation infrastructure spending and bicycle commuting rates in major American cities

### BA, Visual Media

**American University**

08/2003 - 05/2007

- Editor-in-Chief of The Eagle, AU's independent student-produced newspaper
- Photography 101 teaching assistant
- Received Literature Department award for excellence in work by women writers

## NOTABLE ACHIEVEMENTS

◆ **DOE Distinguished Service Award**  
Awarded in 2017 by Energy Secretary Moniz

◆ **Certified indoor cycling instructor**  
I teach at Biker Barre in Capitol Hill.

◆ **Biked across an entire state**  
Iowa. Twice.