

Marissa Newhall

Digital leader 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 digital 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; launched "Direct Current" podcast
- Advised Energy Secretary Moniz on high-profile digital initiatives

Digital Project Manager

[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
- Managed award-winning America's Greenest Campus campaign

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

HI! I'M MARISSA.

I'm a digital strategist and entrepreneur with 10 years' experience creating memorable content and platforms for a variety of audiences. I've managed teams and projects of all shapes and sizes — from nationwide consumer marketing campaigns, to experiential content on mobile-first platforms, to Cabinet-level digital initiatives. In 2017, I started my own strategic consulting company. Now, I want to grow my skills with a full-time role at a creative digital agency.

SKILLS & STRENGTHS

Leading cross-functional teams.

Managing strategic partnerships.

Writing, editing, and public speaking.

Mentoring peers and colleagues.

Delivering flawless work on time, every time.

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

OF NOTE

DOE Distinguished Service Award recipient

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.