

Marissa N. Newhall

Creative communications for brands, causes & government

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WORK EXPERIENCE

Founder & Digital Strategy Consultant

[Marissa Newhall LLC](#) 01/2017 - Present Washington, DC

I provide strategic support (and sanity checks) to people and companies who want to strengthen their digital brand, or to create a new one from scratch. Work includes writing and editing branded content, demystifying analytics data, guiding brand communications strategies, and helping clients define requirements for website redesign projects.

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 Energy Secretary Ernest Moniz's senior digital comms advisor.

- Managed a \$4M annual budget & strategic stakeholder relationships
- Hired, managed & mentored a 10-person digital communications team
- Oversaw all digital content production workflows, including editing
- Developed & implemented agency's first digital content strategy
- Managed production of "Direct Current," the agency's first podcast
- Launched/grew Sec. Moniz's organic following to 250,000+ in 3 years
- Built bridges between users, technical teams & internal stakeholders
- 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.

- Built & 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
- Wrote/designed all social, email, blog and op-ed content

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
- Wrote all social media/blog posts and ghostwrote op-eds for CEO

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 writer and creative leader with 10 years' experience creating memorable content for a variety of audiences. I've managed teams and projects of all shapes and sizes — including nationwide consumer marketing campaigns, industry-specific stakeholder engagements, and government digital initiatives that save taxpayer money. Now, I want to grow professionally with a full-time role writing, editing and/or managing content operations at a dynamic company.

STRENGTHS

Writing, editing, public speaking

Leading, coaching & empowering teams

Keeping projects on time and budget

Building strategic relationships

Creative problem solving

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 \(cum laude\)](#)

08/2003 - 05/2007

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

OF NOTE

Distinguished Service Award recipient

Awarded in 2017 by Energy Secretary Moniz

Mentor for aspiring women bike commuters

Volunteer w/ Washington Area Bicyclist Assoc.

Certified indoor cycling instructor

I teach classes at Biker Barre in Washington, D.C.

Biked across an entire state

Iowa. Twice.