

Brittaney J. Bethea, MPH

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SUMMARY: 14 years experience as a public health professional; 9 years in project management with 7 years of director-level federal consulting experience overseeing \$1-5M budget projects and leading multidisciplinary account teams across research, strategy, and marketing; passion for innovative solutions at the intersection of technology, mass media and health.

SKILLS: Digital Communications • Community Outreach • Strategic Partnership Development
Business Development • Applied Marketing & Communications Research • Health Product Strategy

EMPLOYMENT HISTORY

12/2018 - present: Inspire Communication Solutions, LLC - Independent Consultancy

Federal Clients: CDC; NIH/National Institute for Environmental Health Sciences

Non-Profit Clients: National Association of Chronic Disease Directors; Science ATL; Maine Resilience Building Network; Build Healthy Places Network

- Produced and hosted [The Heart of the Matter](#), a CDC-funded podcast highlighting evidence based strategies for heart disease prevention and health promotion.
- Produced a [new series of video vignettes](#) to drive learning, collaboration, and capacity building for state and local health departments.
- Conducted a communications audit and developed strategic communication recommendations to enhance content strategy for The Atlanta Science Festival.
- Developed the communications plan and audience engagement toolkit for the [Cultivating Mattering for Maine Youth initiative](#) for suicide prevention in collaboration with the Maine Resilience Building Network.
- Provided in-kind technical assistance valued at \$40,000 as part of Build Healthy Places Network's [Community Innovations for Racial Equity \(CIRE\) initiative](#) to support building local BIPOC-led community development capacity, supporting community power, exploring innovative community ownership models, and addressing the barriers and gaps within community development and health partnerships to effectively propel racial equity.
- Developed 2 [quarterly digital newsletters](#) and a strategic communications plan for NIH National Institute for Environmental Health Sciences (NIEHS) annual Women's Health Awareness Day, an in-person community engagement event focused on mental health and wellness.
- Managed and analyzed performance of CDC's HEAR Her maternal health campaign Facebook page to develop monthly recommendations to increase reach and engagement as an independent consultant to MarketVision, a sub-contractor to CDC.

5/2023 - 10/2023: IQ Solutions - Full service government contractor specializing in health information technology

Senior Communications Strategist

Federal Clients: NIH/National Institute of Arthritis and Musculoskeletal and Skin Diseases

- Led the development of a strategic communication plan to increase the reach and recognition of publications and other products among research and general public audiences
- Developed NIAMS strategic messages for multimedia channels, such as the organization's social media to reach and engage various audiences, including health care providers and researchers.
- Conducted an audit of case studies from company competitors to develop content and re-design recommendations for IQ Solutions' case studies.
- Developed a corporate press release to announce IQ Solutions commemorating 30 years since founding.
- Enhanced IQ Solutions company capabilities deck tailored to potential customers in higher education with federal funding allocated to dissemination strategy.

**2/2022 - 5/2023: Communicate Health, Inc. - Full service creative agency focused on health literacy
Health Communication Project Director**

Federal Clients: HHS/Office of Disease Prevention and Health Promotion's (ODPHP)

Non-profit Clients: Mass General Hospital, Healy Center for ALS

- Oversaw strategy and approach for \$5M communication activities contract to support the U.S. Dept. of Health & Human Services ODPHP, Division of General Communication and Web Support.
- Coached, managed and mentored 5-member middle and senior management team through account management negotiations, resource allocation, and communication strategy.
- Guided primary research with multicultural audiences and oversaw launch and evaluation of [ODPHP's Take Good Care](#) consumer campaign focused on recommended preventive health services, yielding 11M+ impressions and 1M website sessions.
- Partnered with The Marketing Doctor to deploy multicultural social media, print, and digital-out-of-home (dOOH) ads, reaching 504,415 people, with 2,751,260 paid social ad impressions, and an estimated 8,945,682 views on dOOH ads.
- Wrote past performance write ups for capture planning and re-compete proposal preparation.

1/2018 - 2/2022: Morehouse School of Medicine (MSM) - Private, medical institution

Director I, Communications & Dissemination, National COVID-19 Resiliency Network (NCRN)

Federal Funder: HHS/Office of Minority Health (OMH)

- Led strategy for integrated marketing and communications of a COVID-10 response initiative [funded by the HHS Office of Minority Health](#) (OMH), overseeing a \$1M marketing budget, 6-member team and 2 interns.
- Led market launch of web and mobile app (www.covid-resources.org), yielding 14K users and 630 subscribers over a 12-month period (Year 1 of grant).
- Pitched and successfully secured trade media stories to position NCRN as COVID-19 information clearinghouse, driving increased web traffic.
- Proactively positioned MSM faculty and physicians to secure over 20+ interviews in local and national news media coverage on COVID-19 disparities (See [Annual Report, pg. 38, Appendix D](#)).
- Developed partnership onboarding framework, orientation collateral strategy, and trained team to provide technical assistance for over [80 local and national organizations](#) including coalitions, healthcare provider groups, media, advocates, medical experts, and affinity groups.
- Produced partnership kit with key analytics and demographics securing \$6,200 in promotional ad sales. Enhanced capacity of communications unit, increasing number of new hires from three to six and scaled COVID-19 message dissemination technical assistance offered to a 80-organizational member network. Partnered with Cox Media Group to deploy multicultural social media ads, reaching 500K people, increasing website traffic by 20% in over 2 months (Year 1 of grant).
- Oversaw paid social strategy for NCRN's Facebook and Instagram, yielding a reach of 1,027,513 over a 12-month period (Year 2 of grant).
- Co-authored 3 abstracts accepted as a panel session to 2021 American Public Health Association Annual Meeting.

Director, Marketing & Communications, Research and Community Engagement Programs

- Oversaw design and layout services for digital and print scientific publications, marketing materials, and web properties for key research programs, targeting students, donors, federal funders, and research collaborators.
- Led strategy for bringing client department's external websites in-house, yielding \$18,000.00/fiscal year in savings.
- Increased consumer attendance by 50% and vendor/exhibitor partnerships by 20% for annual Community Engagement Day, providing clinical services and nutrition guidance.

- Cultivated relationships for the cross-promotion of all biomedical science, public health research and community engagement programs (e.g. lectureships/seminars, federal funder site visits, policy convenings, and consumer-facing community events, etc.) to drive awareness, program participation and philanthropic support from individual and corporate donors.
- Built a media list and monitored media to pitched stories positioning MSM faculty and Ph.D. students as biomedical research leaders in 7+ trade media outlets.
- Developed press releases for major initiative announcements and managed national and local distribution using Meltwater.
- Contributing writer to the inaugural issue ([Fall 2019](#)) of *MSM Magazine Primarily Caring*
- Conducted presidential briefings and collaborated with Events Manager to plan campus visits for high-profile visitors.

6/2015 - 1/2018: Banyan Communications – *Full service creative agency and government contractor*
Project Manager & Communications Strategist

Federal Clients: CDC/National Center for Injury Control and Prevention

Non-profit Clients: Boys Town National Crisis Hotline

- Developed creative briefs to guide Content, Design and Production teams in development of design concepts, scripts and storyboards for CDC's VetoViolence suite of training tools and campaigns.
- Conducted message and usability testing of the CDC Heads Up concussion prevention app among children, 7-10, and their parents.
- Developed plans for integrated marketing across web, email, social, ads, and digital games for client Boys Town YourLifeYourVoice youth suicide prevention campaign and national crisis hotline.
- Led UX strategy guiding software engineers on the development of websites targeting state health departments: www.reviewtoaction.org and acapanningtool.com.
- Co-authored thought leadership publications in high-impact peer-reviewed journals and identified strategic leads at industry conferences to help drive new business.

6/2014 - 6/2015: Centers for Disease Control and Prevention – *U.S. federal protection agency*
Applied Research & Translation Fellow (ORISE)

- Managed CDC's monthly guidance publication *Science-in-Brief* in the Division of Heart Disease & Stroke Prevention, targeting state and local health departments.
- Completed a 3-month detail assignment during the 2014 Ebola outbreak, ensuring prevention guidelines were translated into key messages for various audiences.
- Updated content on the Ebola website, regarding case counts, deaths, and deployments on a daily basis.

8/2012 - 5/2014: Washington University Prevention Research Center – *University*
Research Assistant

- Developed key messages for policy briefs translating physical activity research into evidence-based practice recommendations for Brazilian Congress, part of Special Interest Project (SIP): Guide for Useful Interventions for Activity in Brazil and Latin America (GUIA).
- Delivered center-wide retreat presentations on communications strategies, tools, and techniques relevant to delivering public health messages to the media and lay audiences.

7/2011 - 7/2012 Test Positive Aware Network – *Non-profit HIV services organization*
Client Services and Prevention Associate

- Planned HIV prevention outreach events at community health fairs, pharmacies, and college campuses in Chicago, Illinois.
- Provided one-on-one HIV & HepC. risk reduction counseling and coordinated a needle exchange program among illicit drug users.

6/2010-8/2011 Georgia Power/Southern Company – *For profit utility company with corporate wellness initiatives*

Health & Wellness Services Intern

- Coordinated scheduling correspondence to patients and vendors for an annual health fair.
- Co-developed employee outreach messaging, products, activities, and incentives for wellness.

PUBLICATIONS

Bethea BJ, Rhonda Conerly Holliday, Anne Gaglioti, Tabia H Akintobi, Bria Carmichael, Lissette Badillo, Lora Wills, Rabab Zahidi, Dominic Mack. The National COVID-19 Resiliency Network: Employing a Community Engaged Message Development Strategy during a Pandemic. Accessible from <https://apha.confex.com/apha/2021/meetingapp.cgi/Session/63939>

Allen CG, **Bethea BJ**, McKinney LP, et al. Exploring the Role of Community Health Workers in Improving the Collection of Family Health History: A Pilot Study. *Health Promotion Practice*. May 2021. Accessible from <https://journals.sagepub.com/doi/10.1177/15248399211019980>.

Akintobi, T., Blaess, B., **Bethea, B.**, Floyd, V., Hefner, D., Taylor, H. (2020). 4559 TX TM: Formalization and Institutional Investment in a Model Designed to Advance Research Translational to Community Transformation. *Journal of Clinical and Translational Science*, 4(S1), 120-120. <https://doi.org/10.1017/cts.2020.363>

Daugherty J, Miles I, Sarmiento K, Sansone C, Kroshus E, **Bethea B.J.** A description and preliminary usability testing evaluation of the concussion education application HEADS UP Rocket Blades. *Health Promotion Practice*. 2019. Jan; 20 (1): 22-30. Accessible from <https://pubmed.ncbi.nlm.nih.gov/29597872/>.

Owusu, D., Lawley, R., Yang, B., Henderson, K., **Bethea, B.**, LaRose, C., Stallworth, S., Popova, L. The lesser devil you don't know: A qualitative study of smokers' responses to messages communicating comparative risk of electronic and combusted cigarettes. *J Tobacco Control*. 2019. Accessible from <https://tobaccocontrol.bmj.com/content/29/2/217>.

Bethea, B.J. (2013, February 11). 2-1-1 systems used to conduct research on public health disparities. *The Record*. <http://news.wustl.edu/news/Pages/24929.aspx>

Bethea, B.J. (2013, November). Effects of segregation negatively impact health. *The Source*. <https://source.wustl.edu/2013/11/effects-of-segregation-negatively-impact-health>

LEADERSHIP & AWARDS

- January 2021 - present: Steering Committee Member, Society for Health Communication
- Co-recipient of [2017 Ragan's Healthcare PR & Marketing Award for "Best Mobile App"](#)

TEACHING EXPERIENCE

- 2016-2020 Graduate Teaching Assistant (stand-alone course): Georgia State University, Department of Communication. Courses: Intro to Human and Mass Communication (GSU SCOM 1000, JOUR 1000)

EDUCATION

- 2016-present PhD Student in Dept. of Communications (Media and Society track), Georgia State University
- 2012-2014 Masters in Public Health (MPH), Behavior and Education, Washington University
- 2007-2011 BA Sociology, (minor: Public Health), Spelman College in Atlanta, GA