

Giselle Climpson, MPA

Atlanta, GA 30303

770.686.5167

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[@Belle_Giselle](#) | OnGiselleAve.com

BRAND, MEDIA & MARKETING CONSULTANT

Highly-skilled, Brand Communications, Media, & Marketing Consultant representing the entrepreneurial spirit of the next generation of leaders making strides across industries including Health Communication, Millennial Culture, and Digital Marketing; bringing 7+ years of subject matter expertise in Federal Consulting, B2B Marketing, and Digital Strategy

TECHNICAL SKILLS

Spanish, Freedom of Information Act (FOIA), FOIAXpress, Social Media, Hootsuite, MailChimp, Google Suite, WordPress, SharePoint, Microsoft Office 365, Social Selling, Adobe Suite, Mac OSX, iOS, AP Style, Adobe Acrobat XI Pro, SaaS, Drop Box, Content Management Systems

CREATIVE SKILLS

Creativity, Creative Writing, Public Speaking, Blogging, Branding Copywriting, Digital Marketing, Content Strategy, Creative Problem- Solving, Organizational Skills, SEO/SEM, Brand Influence, Press Releases, Outgoing, Graphic Design, Media Kits, Speech Writing

PROFESSIONAL SKILLS

Oral/Written Communication, Leadership, Team Management & Engagement, Flexible Schedule, Innovation, Agile Project Management, SCRUM, Team-Building, Consulting, Optimist, Coordination, Adaptable

PROFESSIONAL HIGHLIGHTS

Giselle Avenue, Atlanta, GA
Chief Creativity Officer

JANUARY 2015-

- Highly sought after Brand, Media, and Marketing Consultant to assist clients with increasing revenue, growing their brand, and crafting their brand story-- through use of strategic communication and master storytelling. Responsible for the ideation and implementation of various creative innovative business strategies including brand road mapping, brand consulting, 75% social media growth, speech writing, e-mail marketing, multi-cultural translation, millennial marketing, mobile-ready copywriting/copyediting, media pitching, (25+) media placements
- Manage the development of writing, editing, aggregation, and distribution of original digital content on behalf of clients across sectors industries including tech, startups, lifestyle brands, small businesses, and law; while exceeding client expectations and working in an agile project management environment; successfully manage creative team of (6) remote independent contractors

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- Charter new, innovative projects that assist clients with staying abreast of current market trends and rapidly changing social media and digital marketing practices by serving as an in-house consultant and subject matter expert in millennial marketing, multi-cultural translation, and brand storytelling
- As seen in *Voyage ATL*, successfully manage lifestyle blog, OnGiselleAve.com where readers come to learn more about lifestyle, popular culture, social media trends, style and events happening in and around Atlanta using *WordPress* webhosting; garnering an average of 2.5K monthly views, and 64,000 all-time views--- worldwide

Northrop Grumman Corporation, Atlanta, GA
Media Analyst/Project Control Specialist

JANUARY 2017- JULY 2018

- Served as a Creative Project Lead in the Technology Services, Health Promotion Unit of *Northrop Grumman Corporation* at the *Centers for Disease Control and Prevention (CDC)*, for a unique joint project between the Office of the Associate Director of Communication (OADC) and the Division of Public Affairs (DPA) for *CDC's National Contact Center; CDC-INFO*. Internally recruited to perform job function based on the work portfolio of the *Giselle Ave.* website and lifestyle blog
- Led, managed, and successfully launched full website redesign of the current *CDC-INFO* website, into the creation of a responsive, mobile-ready *Ask CDC--* searchable, program-approved, mobile-ready content geared toward providing health topics that reach multi-cultural millennials; visit *CDC-INFO* to see website redesign
- Collaborated with mobile team of (8) members including technical writer, UX design, coder, content manager, in-house millennial staff, and business requirements manager in agile work environment, using SCRUM, SharePoint, maintenance plans, *Omniture Site Catalyst 508* compliance for documentation, ability to write, edit, and test EPLC requirements document for software updates
- Responsible for editing/creating and selecting from 12,000 prepared responses using a content management system (CMS) with a keen ability to distill complex scientific information into plain language format; resulting in translating 45 short form, easy-to-read FAQs for *Ask CDC—CDC's* new way to share timely information about *CDC*, healthy living, diseases and conditions, and travelers' health
- Demonstrated strong coordination and communication skills with (15) program managers across *CDC* via email and Skype for Business conference calling; serve as in-house liaison for *CDC-INFO's* latest updates on the new, innovative mobile-ready website, while reporting to Sr. Leadership bi-weekly, and quarterly on the status of our progress

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AINS INC., Gaithersburg, MD
Public Information Analyst

JUNE 2014- JANUARY 2017

- Served as company liaison between the *Centers for Disease Control and Prevention (CDC)* and AINS as on-site, federal consultant in the National Centers for Birth Defect and Disabilities Division (NCBDDD); applied analytical knowledge of the (9) FOIA federal exemptions protected under the *Freedom of Information Act* to the release of over 300,000+ backlogged official government records; decreased 5 yr. backlog by 91% within 2-year benchmark
- Oversee scope of project implementation on a (2) person team including tracking over 300,000+ official government records retrieved from subject matter experts; reviewing 450 pages daily and streamlined the FOIA review process; certified in FOIAXpress and provided training to the client on the technical/analytical exemption process

EDUCATION & CERTIFICATIONS

Kennesaw State University Kennesaw, GA
Master of Public Administration, 2014

Siegel Institute for Leadership, Ethics & Character Kennesaw, GA
Graduate Certificate in Leadership & Ethics, 2013

The University of Alabama Tuscaloosa, AL
Bachelor of Arts Communications, 2010

Public Trust Clearance, *National Agency Check and Inquiries*

Ethics and Compliance Certification, *Northrop Grumman Corporation*

Export Compliance Certification, *Northrop Grumman Corporation*

Annual Records Management and Refresher Training, *Centers for Disease Control*

Social Media Bootcamp Instructor, *General Employment Enterprises*

Living Social, Social Media Influencer Panelist Member, *General Assembly Atlanta*

Creative Mentor 10-Day Startup Challenge, *Spelman College*

Creative Mentor Goodie Innovation Hackathon, *Google*