



FELICIA PRATT, MCM

DIGITAL COMMUNICATIONS STRATEGIST

PROFESSIONAL SUMMARY

Self-motivated & results driven communications strategist with experience in organization, and individual brand development. Skilled at strategic planning, with a commitment to transparent communications.

CORE SKILLS

- Strategic Communications Plans
- Website Design & Strategy
- Content Marketing
- Google Analytics
- Content Strategy
- Project Management

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RELEVANT WORK EXPERIENCE

COMMUNICATIONS STRATEGIST

Democratic Central Committee Legislative District 26 |
Feb. 2018 to present

- Work closely with the elected officials of PGC Legislative district 26 to develop, implement, and evaluate the communications strategic plan that aligns with their goals.
- Developed a digital marketing strategy to increase awareness for PGC Legislative 26 elected officials
- Manage the development, distribution, and maintenance of electronic collateral including, but not limited to, e-newsletters, brochures, and DCC member's website
- Manage various social media platform
- Write, and edit campaign literature

COMMUNICATIONS CHAIR

Birchwood Clearview Community Association| Sept. 2017
to present

- Work closely with BCCA President and senior officers to develop, implement, and evaluate the communications plan that aligns with BCCA's vision, mission, and goals.
- Manage BCCA's various social media platforms
- Manage the development, distribution, and maintenance of all electronic collateral including, but not limited to, e-newsletters, brochures, and BCCA's website
- Reviews BCCA's website analytics to make sure it is an effective and efficient tool of communication for BCCA residents and volunteers.
- Coordinate website maintenance & security
- Track and measure the level of engagement within the network
- Created and edit social media posts, following a content calendar schedule to ensure that new and consistent information (articles, stories, events, etc.) is posted regularly.
- Design, distribute, and collect polls, surveys, to gain insight on issues and concerns of community residents.

LEAD WEB STRATEGIST & OWNER

RockinWebsites | Jan. 2009 - Present

- Coordinate and manage the dissemination of content through various media channels, including email and social media.
- Design, develop, host and manage websites for a diverse clientele group including, but not limited to, entrepreneurs, athletes, entertainers, and religious institutions.
- Regularly monitor client websites functionality in leading browsers, its look and feel, navigation and many other Internet issues.
- Manage the expectations for everyone on a project including the team of developers, designers, and the client.
- Consult with client to review and provide recommendations on how website can be improved in order to reach client goals.
- Receive, review, and upload content to client website on behalf of client.
- Install, review, and analyze google analytics reports for client website and provide recommendations based on client goals on a monthly, and quarterly, basis.



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DIGITAL COMMUNICATIONS STRATEGIST

TRAININGS

- Transforming Data Into Insights for Public Diplomacy Strategy, USC Center on Public Diplomacy, 2018
- Content Marketing: Blogs, Lynda.com 2018
- Content Marketing Foundations, Lynda.com 2018
- Content Marketing: Slides, Lynda.com 2018
- Content Marketing: Newsletters, Lynda.com 2018
- Learning to Write Marketing Copy, Lynda.com 2018
- UX Foundations: Content Strategy, Lynda.com 2018
- Project Management Learning Pathway, Skillsoft, 2017
- Managing Projects, Skillsoft 2017
- Managing Projects within Organizations, Skillsoft 2017
- Initiating & Planning a Project, Skillsoft 2017
- Project Requirements & Defining Scope, Skillsoft 2017
- Developing and Controlling Project Schedule, Skillsoft 2017
- Plan Quality Management, Skillsoft 2017
- Project Scheduler Learning Path, Lynda.com, 2017
- Operations Management: Facilities Planning and Management, Skillsoft 2015
- Inbound Marketing Certification, Hubspot, 2016
- Project Management Fundamentals, Skillsoft 2016
- Social Media Content Manager Certification, A Real Change, 2013

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ADDITIONAL WORK HISTORY

FACILITIES MANAGER

University of Southern California | Jan. 2009 - Present

- Plans, direct, and reviews the operations and activities of the USC Washington DC Center. Assist with coordination of events, including receipt of food, recommending vendors, and assisting with managing on-site production and clean-up, serves as liaison to vendors on event-related matters.
- Serves as an information resource for the University community and the general public concerning events, programs, and/or projects at the USC Washington DC Center.
- Manages the facilities calendar including appointments, visits with USC offices, and events at the USC Washington DC Center.
- Regularly assist USC personnel with local events located here at the Washington DC Center and in the city. Office liaison between all offices located on USC campus and the offices here at the Washington DC Center.
- Help new employees gain access to the office and building facilities, inform them of emergency and inclement weather procedures, coordinate the set-up of their computer (giving internet access, etc) and phone (add their name to the phone tree).
- Created and implemented the inclement weather policy.
- Develops and implements security related procedures such as office opening and closing routines, recognition of duress signals and key controls.
- Inspect equipment and coordinate required repairs and/or purchases.
- Coordinates with University Departments and/or outside contractors and vendors for facilities operations, maintenance, construction, and renovations projects.
- Develops and administers the annual operating budget for the Washington DC Center.
- Consult with local USC departments on website development needs for upcoming projects.
- Manages telecommunications system for assigned facility to include coordination with vendor on installation, maintenance and upgrade of systems, as well as provides training for staff as needed.
- Maintain the office server for both Research Advancement & Federal Relations

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

Doctor in Social Work, 2021

UNIVERSITY OF SOUTHERN CALIFORNIA

Master of Communication Management, 2018

NC WESLEYAN COLLEGE

Bachelor of Science in Sociology, 2003