

# Britt Reints

Digital Communications Specialist

386-801-9044 | brittreints@gmail.com | brittreints.com

- Content Creation
- Search Engine Optimization
- Website Management
- Social Media Marketing
- Writing
- Editing
- Email Marketing
- Strategic Planning
- Public Speaking
- Microsoft Office
- Adobe Creative Suite
- HTML, CSS, PHP

## PROFESSIONAL EXPERIENCE

### NATIONAL COUNCIL OF JEWISH WOMEN PITTSBURGH SECTION

*COMMUNICATIONS DIRECTOR*, March 2017-present

- Create and manage all external communication (email, social, media, direct mail, and advertising) for retail, social action, community service, and advocacy programs.
- Manage organization's three websites, including creating registration platforms with variable pricing for ongoing events.
- Created and executed first comprehensive communications timeline.
- Attracted press coverage for signature events, including print and TV.
- Planned marketing campaign that exceeded fundraising goals by 20%.
- Established online presence for retail store to engage with millennial consumers.
- Manage interns and volunteers

### SQUIRREL HILL URBAN COALITION

*SQUIRREL HILL MAGAZINE EDITOR, SHUC COMMUNICATIONS DIRECTOR*, NOV 2016-DEC2017

- Editorial planning, recruiting and managing writers and intern.
- Publication layout and design.
- Social media and website management.
- Created online platform for advertisers to pay bills, leading to dramatic reduction of outstanding invoices.
- Created online platform to sell event tickets and merchandise, helping to increase overall revenue and community participation.

### UNCOVER SQUIRREL HILL

*MEMBERSHIP COORDINATOR*, 2015-2016

- Worked to establish new membership base for revived neighborhood business association.
- Redesigned website and established online presence.
- Created organization's first newsletter with growing mailing list for community members.
- Oversaw creation of signature community events in partnership with local government and businesses, attracting thousands of visitors to the neighborhood

### DISCOVERY COMMUNICATIONS, 2011-2013

*ONLINE COLUMNIST*

- Write weekly articles for Family Travel and Self blog on TLC.com.
- Featured columnist for sponsored column.
- Promote content through social media.

## FREELANCE CONTENT CREATION AND MANAGEMENT, 2009-2015

WRITER, EDITOR, SOCIAL MEDIA MANAGER

- Built award-winning blog with growing and engaged audience.
- Worked with companies to create sponsored content campaigns. Clients included Ford, Nikon, BlogHer Events, Chevrolet, and VisitOrlando.
- Created search optimized content for commercial websites. Clients included Walmart, U.S. Postal Service, and Priceline.

## UPTAKE.COM, 2009-2012

EDITOR OF HOTEL BLOG, CONTRIBUTOR TO VACATION BLOG

- Writing content covering travel industry and educating travelers.
- Recruiting and hiring writers, overseeing continuous training.
- Establishing editorial guidelines and enforcing network-wide standards for blog.
- Launching successful social media presence in the Orlando market.
- Developed cornerstone content that would drive continuous traffic.

## WORK IT MOM, 2008-2014

ONLINE COLUMNIST

- Write a weekly column exploring work/life balance
- Built engaged following through online promotion and reader engagement.

## THE DOCTOR JOB, 2007-2011

SALES AND MARKETING MANAGER

- Designed and executed marketing strategies for physician job search company.
- Overhauled all web copy and promotional materials.
- Created and implemented company's first email marketing system.

## MOTORCAR MEDIA, 2006-2007

ACCOUNT EXECUTIVE

- Created direct mail campaigns for car dealerships around the U.S.
- Set sales record for new accounts.

## CUMULUS MEDIA, 2005-2006

ACCOUNT EXECUTIVE

- Built client base of local businesses for radio advertising.
- Worked with national media buyers to build campaigns across 4 stations.

## PUBLIC SPEAKING ENGAGEMENTS

- Talentumfest - San Juan, Costa Rica
- 20th Century Fox Home Entertainment - Palm Springs, CA
- BlogHer Pro - San Francisco, CA
- TEDx Grandview - Pittsburgh, PA
- Westinghouse - Cranberry, PA
- Thrival Festival at Google - Pittsburgh, PA

References and writing samples available online and upon request.

386-801-9044 | [brittreints@gmail.com](mailto:brittreints@gmail.com) | [brittreints.com](http://brittreints.com)