

Britt Reints

386.801.9044 | Pittsburgh, PA | brittreints@gmail.com | linkedin.com/in/brittreints

CAREER SUMMARY

- Transformational Marketing Leader with 20+ years of experience focused in digital marketing, lifecycle and go-to-market strategy, and brand management; utilizing strategic planning, superior communication skills, and creative thinking to conceive and manage multichannel marketing campaigns that expand and engage targeted audiences
- Oversaw creative development and promotion of a virtual fundraising event during the COVID-19 Pandemic that resulted in a 57% increase in revenue from previous year's in-person event
- Utilized data-driven decision-making in management of multichannel campaign to increase annual revenue by 98% and grow total donor base by 85% within 2 years
- Collaborated cross-functionally to manage production of B2B proposal, earning the company \$4.8M in revenue while strengthening the brand overall
- Conceived and managed the launch of rebranding campaign, incorporating input from multiple stakeholders; project was completed 28% under budget, expanded online presence, increased employee engagement, and improved partnership with subsidiaries
- Collaborated with business leaders, government officials, and volunteers to produce signature community events bringing together 1K+ community members, vendors, and performers
- Utilized innovative problem-solving and superior communication skills to navigate challenges and improve B2B relationships while driving foot traffic to the area

CORE COMPETENCIES

- Digital Marketing Technology
- Social Media Strategy
- Go-to-Market Strategy
- Lifecycle Marketing
- Content Development
- Integrated Marketing
- Brand Creation & Management
- Strategic Planning
- Marketing Performance Analysis
- Accomplished Public Speaker
- Project Management
- Cross-Functional Communication
- Resource Management

PROFESSIONAL WORK EXPERIENCE

POWER (PENNSYLVANIA ORGANIZATION FOR WOMEN IN EARLY RECOVERY)

Communications Manager

2019 – Current

- Responsible for planning and execution of marketing for multiple programs, overseeing multiple goals, timelines, teams, and strategies simultaneously
- Oversee development of all print and electronic communications, including newsletters, annual reports, website, social media, and email
- Responsible for creative direction and development of marketing content for direct mail, video, web, email, and social media
- Collaborate with Executive team to evaluate current communication needs and opportunities, integrate with long-term plans
- Manage internal channels to ensure effective communication across departments
- Oversaw creative development and promotion of a virtual fundraising event during the COVID-19 Pandemic that resulted in a 57% increase in revenue from previous year's in-person event
- Spearheaded the organization's strategic marketing plan to expand awareness and increase engagement, resulting in an 83% year over year increase in online revenue and a high-percentage increase in donor participation
- Oversaw the production of multichannel campaigns, exceeding the annual goal by 300% for overall new donor increase for FY20 to FY21, escalating campaign growth from \$96K to \$191K (98%) and raising donor base by 85% within 2 years
- Repositioned and reenergized the organization's brand to align with industry standards, expanding reach with new audiences

NUVISION ENGINEERING

Marketing & Communications Specialist

2018 – 2019

- Conceived and managed the launch of rebranding campaign, incorporating input from multiple stakeholders; project was completed 28% under budget, expanded online presence, increased employee engagement, and improved partnership with subsidiaries
- Led new website development and launch, improving audience engagement with brand and increasing awareness in the market while managing budget, timelines, content creation, and contractors.
- Collaborated with sister companies in Germany and UK to cultivate a joint appearance at a prestigious national industry event, bolstering brand awareness and image while establishing an impressive reputation for the company within a competitive industry
- Enhanced the company's presence on LinkedIn, striving to increase stakeholder engagement while driving brand awareness

CONSULTING EXPERIENCE

MARKETING & COMMUNICATIONS CONSULTANT

2005 – 2018

- Created comprehensive communications timelines for clients to boost employee efficiency and productivity while improving engagement with external audiences
- Directed the creation, launch, and expansion of digital presence for multiple entities, including nonprofit organizations, internet publishing start-ups, community associations, and hospitality corporations
- Trained board members and executives on using speaking appearances and social media to generate opportunities and strengthen brand
- Developed go-to-market strategies for digital products, community events, program launches, and fundraising appeals
- Planned and managed annual editorial calendars, recruiting and overseeing writers, generating content ideas, ensuring consistency of voice, and identifying key performance indicators to monitor results
- Leveraged online payment platform for advertisers, cutting client's outstanding revenue by 98% and streamlining an outdated process
- Developed and launched a personal lifestyle website, delivering content to 2.5K+ readers a month and attracting national media attention
- Produced editorial content for multiple outlets, including Discovery TLC, Pittsburgh Magazine, Yahoo, and The Huffington Post
- Teamed up with a start-up travel site to establish editorial guidelines and recruit and manage writers, providing valuable guidance and expertise to an organization new to the industry
- Created sponsored content campaigns across multiple digital platforms for companies such as Ford, Nikon, BlogHer Events, Chevrolet, and VisitOrlando, driving revenue and strengthening audience engagement
- Delivered search optimized content for commercial websites for clients including Wal-Mart, The US Postal Service, and Priceline, accelerating search engine rankings and improving conversion rate
- Selected to deliver a TedX Grandview Ave talk, a brand new TedX event in the Pittsburgh area, presenting a piece titled, "Creating Your Owner's Manual for a Happy Life," inspiring 1K+ listeners
- Invited to speak at a multitude of events, conferences, and organizations, including Westinghouse Electric Corporation, Lexington School District, FOX Entertainment, University of Pittsburgh Women in Business, 85 Broads Pittsburgh, Mullen Advertising, and Institute for Integrated Nutrition

EDUCATION

University of Northern Iowa

BS, Political Science / Advanced Courses Completed