

Brittany Wilson

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EDUCATION

Liberty University

M.A. Communications
Graduated Cum Laude

Virginia

The University of North Carolina at Greensboro

B.A. Sociology
Minor, Public Health

North Carolina

WORK EXPERIENCE

Hitachi Energy

North America, Social Media & Digital Communications Manager

Raleigh, NC

August 2023 - Present

- Owned, led, and executed a comprehensive regional social media strategy to establish a center of excellence that aligns with the global social media and communications objectives, resulting in a 30% increase in follower count across (3) social media platforms, including a community nurturing strategy resulting in a 40% increase in overall engagement rates.
- Developed and implemented comprehensive training programs to educate regional business units and leaders on utilizing social media as a strategic tool for product marketing, recruitment, employer branding, and social selling. Trained over 30 employees, resulting in a 50% increase in employees confidently using social media for business purposes.
- Drive the creation of high-impact, educational, and entertaining content for distribution across different channels that generated significant brand awareness. Successfully increased brand impressions by 80% and website traffic by 30%. Since joining, my content solutions have been the top-performing content globally, outperforming all other regional and global content by 200%.
- Established an industry-standard workflow leveraging cloud-based project management software to streamline and optimize cross-functional collaboration with self-service campaign management and reporting.

Align Technology

Employer Branding Manager

Morrisville, NC

January 2021 - July 2023

Developed and executed a comprehensive global employer brand strategy, which included developing and launching the company's first employee value proposition, resulting in a 30% increase in employee engagement scores.

- Collaborated with cross-functional teams to implement two new global employer brand programs, resulting in a 10% increase in overall employee satisfaction.
- Created and launched an employer branding toolkit for talent acquisition and hiring managers across all business units, resulting in a 20% increase in consistency of messaging across candidate touchpoints.
- Partnered with HR stakeholders to develop and execute targeted communication plans for each region's employment brand, leading to a 25% improvement in positive employee sentiment scores.

Employer Branding Specialist

April 2020 - January 2021

- Designed and executed global talent acquisition campaigns, including job advertisements, social media content, and recruiting events that increased employer brand awareness by 30% across North America, Latin America, and Asia-Pacific regions.
- Collaborated with hiring managers to create job descriptions that accurately reflected the unique requirements of each role, leading to a decrease in time-to-fill positions by an average of two weeks.
- Crafted job leveling guidelines for all TA positions, reducing confusion and errors in hiring decisions by 40% and improving overall talent quality by 15%.
- Hired as a full-time employee after a 12-month internship as Talent Attraction & Branding Operations Intern

Kinston Community Health Center, Inc.
Executive Assistant to CEO

Kinston, NC
November 2018 - January 2020

- Coordinated and managed the CEO's calendar, scheduling over 100 monthly appointments with a 95% on-time rate, resulting in seamless communication with internal and external stakeholders.
- Prepared detailed expense reports for the CEO's monthly expenditures, accurately tracking over \$50K in expenses, ensuring timely reimbursements and cost savings of up to 20% compared to previous years.
- Fostered new relationships with the local city council and non-profit organizations, creating new partnerships and funding opportunities for the organization, including a \$25,000 partnership with a local 501(c)(3) organization.

Crown BMW
BMW Genius aka Product Specialist

Greensboro, NC
April 2014- April 2016

- Establish and train the BMW Product Genius team; provide transparent product information to the Genius community, sales representatives, and Contact Information Centers, resulting in a 120% increase in customer satisfaction at the dealership.
- Provide comprehensive product information based on needs assessment throughout the sales process, including vehicle configuration, product presentation, test drive, delivery/handover, and customer service after purchase, achieving the highest delivery and customer satisfaction rates in the Mid-Atlantic region for 2015-2016.
- Presented recommendations for BMW products, including clothing, product add-ons, and maintenance services to senior management, streamlining POS, which accumulated to \$2,000 in sales daily.

COMMUNITY LEADERSHIP EXPERIENCE

NC FIELD

Communications Manager & Advisory Board Member

Kinston, NC
August 2019 - June 2022

- Collaborated with internal stakeholders to streamline communication workflows and systems, reducing response time to inquiries by 75%.
- Revamped the organization's website content, including creating interactive features such as an online donation portal, resulting in a 100% increase in online donations year-over-year 2019-2021.
- Developed and executed a comprehensive social media strategy, resulting in a 50% increase in followers across all platforms and doubling engagement rates within six months.
- Manage a team of 3-5 part-time employees and interns.

SKILLS & INTERESTS

Skills: Microsoft Office | Adobe Creative Suite | Small Team Management | Asana | iCIMS | Sprout Social | Social Media Marketing | Languages: Spanish (conversational) |

Interests: GenZ & Millennial Marketing, Brand Strategy, Creative Direction, Strategic Communications, Visual Arts, Wellness, Herbal Medicine, UX strategy.

