

# LAMONT A. HARRELL, II

EXPERIENCED LEADER IN DIGITAL MARKETING & ADVOCACY

## CONTACT



202-642-8991



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<https://laharrell9.wixsite.com/my-site>



4513 Clay St. NE Washington, DC

## SKILLS

Digital Marketing

Fundraising

Advocacy/Organizing

Strategic Planning

## EDUCATION

B.A, Political Science

**Howard University**

2001-2006

M.A. Organizational Leadership

**Gonzaga University**

2023-Present

Concentration In Marketing & Communications.

## LANGUAGES

English



Spanish



## PROFILE

I like to live where different worlds collide. I have experience in Digital Marketing, Fundraising, Politics, and Advocacy. I am a true fan of the underdog and I love helping others accomplish their goals.

I am creative, funny, team-oriented, and very focused on driving growth. Interested in like-minded people and organizations!

Authorized to work in the US for any employer

## WORK EXPERIENCE

### Marketing Director

Military Order of the Purple Heart Service Foundation

2021-Present

- Lead four person marketing team
- Evaluate and refine brand positioning
- Maintain Brand integrity for all internal and external touchpoints
- Enhance the visual brand across a national audience
- Vetting, hiring, and management of marketing staff
- Develop annual and traditional Marketing Plan
- Website overhaul
- Oversight of all major fundraising events
- Responsible for Commercial development, radio and digital ad buys.

### Product Marketing Manager

Black Game Maker's Association

2017-2022

BGMA showcases the talent and products of African American game designers from all mediums and areas of gaming.

- Responsible for overseeing BGMA product marketing, consumer outreach, and vendor marketing.
- Order entry and data accuracy assurance
- Vendor Relation Management
- Client Relationship management
- Purchase order creation/management (initiated by your Brand Success Manager who will hand them off to you for processing/management. In some cases, you will initiate orders on your own and be responsible for programs on your own.)
- Artwork proofing
- Social Media Management
- CRM management
- On time delivery management of products and projects
- Invoice processing (specifically resolving errors/issues)

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## EXPERTISE

- SEO Management
- CRM Management
- Google Ads
- Google Analytics
- Word Press
- Project Management
- Hootsuite - Later - Buffer
- Hubspot - Salesforce - Kindful
- Social Media
- Print Advertising
- Adobe Creative Suite
- Event Management
- PPC management

## AFFILIATIONS

American Marketing Association  
DC Chapter

## REFERENCES

### Brandon Todd

-  202-765-6948
-  brandonttodd@gmail.com

### Bert Dumas

-  504-450-5746
-  bertdumas@gmail.com

## WORK EXPERIENCE

### Digital Marketing Strategist

Maison Bertrand Food Co. 2019-2022

- Managed CRM and customer retention strategies
- Develops and plans outreach and marketing activities with a focus on both organic social media growth and paid ads (Instagram & FB Ads, and SEO).
- Assists with strategic communications, branding, identifying target audiences, and leveraging appropriate platforms and types of media to achieve the greatest impact.
- Coordinates with program offices and communication specialists, to deliver information efficiently and effectively and assist with managing clearance protocols.
- Managed all digital content creation.
- Maintain and/or create a tracking system detailing deliverables and deadlines associated with all assignments.

### Director of Partner Engagement

Nonprofit Vote/National Voter Registration Day 2016-2019

- Recruit and manage premier partnerships for National Voter Registration Day
- Manage marketing & outreach strategies
- Manage Database tracking
- Co-manage States Program

### Community Marketing Specialist

DC For School Reform Now 2015-2016

- Developed marketing and outreach strategies targeting over 300,000 parents across the city. Including Social Media, Paid Ads (Google & FB Ads, SEO), fliers, and paid radio advertisement.
- Monitored growth of marketing and outreach activities.
- Helped families navigate Schooldays common lottery process and identify high-quality educational options.

### Executive Director

Fairfax County Democratic Committee 2015-2016

- Made recommendations to board chair and various committee chairs to advance operational processes.
- Provided membership engagement for leadership board and membership of over 1,500 democrats.
- Automated outreach and marketing strategies utilizing social media, MailChimp, and Google ads.