

# GILLAN RITCHIE

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## PROFESSIONAL SUMMARY

**Communications leader** with a track record of delivering measurable impact through digital and communication initiatives. Expertise in crafting compelling narratives and cross-platform messaging aligned with business goals. Proficient in leveraging data and insights to optimize social media, email, and content campaigns, driving brand awareness, conversion, and engagement. Strong focus on audience understanding and engagement.

## PROFESSIONAL EXPERIENCE

**Health Communications Lead**, Centers for Disease Control and Prevention, Contractor through Goldbelt. Inc | Remote  
Dec 2023 — Present

- Lead a team of three to strategize and execute communications plans for various products including webpages, podcasts, journal publications, health comm materials, factsheets, presentations, and special events for public health, news media, Congressional, and NGO audiences ensuring 100% alignment with organizational goals and 98% on-time delivery.
- Strategic advisor to senior executive leadership at Center; develop employee communications, media preparation talking points, and presentations for various audiences and stakeholders resulting in 98% employee satisfaction.
- Consult on various news media products, video storyboards, special events, partnership engagement strategies, and other communications activities, offering best practices in search engine optimization and digital audiences.
- Lead CFA's digital strategy; develop web personas, editorial plan, metrics, analytics, and continuously pivot to drive engagement, and decrease bounce rate on targeted pages by 45% in less than 6 months. Recognized by Center leadership for exceptional digital strategy and innovation.
- Led content strategy for Center, collaborating across organization to maximize brand visibility and engagement with new product launches; transitioned full organizational website into new content management system delivering enhanced functionality and decreased web-build time by 65% with interactive template.
- Spearhead improvements for enhanced user experience; led strategic backlink campaign across CFA's website, increasing engagement on pages by 49% in less than 9 months.

**Communications Supervisor**, United Digestive | Atlanta, GA June 2023 — Dec 2023

- Wrote and designed internal communications including weekly newsletters and ad-hoc updates; distributed more than 40 emails each quarter with an open rate of 40%, ensuring effective communication within the organization.
- Directed a successful press release strategy, resulting in an average of 1,991 media pickups and 17,794 views per release, demonstrating significant leadership in public relations over a 3-month period.
- Developed and executed a multi-channel communications strategy to enhance company culture through email, intranet, press releases, and social media.
- Initiated and managed a weekly intranet news program, ensuring timely and effective communication of company-wide updates to more than 1,200 employees.
- Drove physician engagement by leading 2 Virtual Grand Rounds via Microsoft Teams Webinar, reaching and educating more than 80 physicians per event.

**Senior Digital Communications Professional**, Children's Healthcare of Atlanta | Atlanta, GA Sep 2021 — June 2023

- Led a strategic content initiative that increased organic traffic to parent resource pages by 33% (Q2 '22), leveraging SEO tools to identify key trends and keywords for targeted content development.
- Optimized content and refined the content strategy using market insights, data and conversion analytics, SEO best practices, keyword research, and content gap analysis.

- Strategically implemented a department-wide content calendar to support collaboration between 3 teams, driving significant improvements in internal efficiency, collaboration, and coordination by fostering transparency and visibility into content marketing planning and production timelines.

**Communications Lead**, Underwriters Laboratories Inc. | Marietta, GA

Aug 2018 – Sep 2021

- Proactively drove the modernization and rebranding of the Chemical Insights website, strategically integrating an LMS and managing external vendor relationships to deliver a significant site overhaul in 2020.
- Wrote and distributed press releases through Cision PR Newswire, EurekaAlert!, and BusinessWire, resulting in an average of 170 media pickups from national outlets, boosting visibility and awareness.
- Drove strategic, multi-platform growth by spearheading the implementation of a unified social media and website traffic strategy, achieving a 147% increase in social impressions, 43% engagement growth, 37% more website users, and an 18% bounce rate reduction in one quarter.
- Owned the initiative to develop and launch 5 Learning Modules on the website, enhancing stakeholder knowledge and engagement. Communicated this achievement through a strategic press release, expanding reach and visibility.
- Provided strategic communication support to senior leadership by crafting impactful presentations and summaries for key engagements, including invited talks, technical events, panels, and research.
- Championed a monthly technical communication strategy, utilizing MailChimp to deliver updates to over 1,500 subscribers and achieving a 21% average open rate, demonstrating effective audience engagement.
- Cultivated collaborative partnerships with 4 long-term contractors and vendors, driving the development of content assets and ensuring seamless alignment with strategic communication goals. Additionally, processed their invoices to ensure timely payment, demonstrating comprehensive project and financial oversight.

## CONTENT CREATION & WRITING EXPERIENCE

**Content Writer**, Contract, Lexia Learning | Atlanta, GA | Nov 2021 – Present

Create literacy learning and thought leadership content for monthly email newsletter, targeted drip campaigns, and site landing pages.

## PRIOR CAREER EXPERIENCE

**Communications Coordinator**, National Association of Chronic Disease Directors | May 2016 – Aug 2018

**News, Web, and Social Media Editor**, Poultry Times | July 2015 – May 2016

**Copy Editor & Page Designer**, The Times | Aug 2014 – Aug 2015

**Digital Media Content Specialist**, Big Spoon Co. | Apr 2013 – Apr 2015

**Copy Editor & Page Designer**, Progress-Index | Mar 2013 – Aug 2014

**Content Copywriter**, Contract, Plow & Hearth | Jun 2012 – Oct 2012

**Writer**, Freelance, Richmond Magazine | Jan 2011 – Jun 2012

## EDUCATION & CERTIFICATION

**Master of Science**, Interactive Communications | Quinnipiac University

**Bachelor of Science**, Mass Communications & Journalism | Virginia Commonwealth University

**Certified Digital Marketing Professional**, Digital Marketing Institute | Nov 2022 – Present

**Poynter ACES Certificate in Editing**, Poynter Institute for Media Studies | Sep 2018

## SOFTWARE & TECHNICAL PROFICIENCIES

Marketo | Constant Contact | SEMrush | MailChimp | Hootsuite | Sprinklr | Buffer | Sprout Social | Adobe Creative Suite: Photoshop, InDesign, InCopy, Illustrator, Workfront | AP Style | Google Analytics | WordPress | Squarespace | Wix | JavaScript | PHP | HTML | CSS | Microsoft Office Suite: Word, PowerPoint, Excel, Outlook