

Maya Parkins

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COMMUNITY SERVICE

Womenful Voice, Inc. | Marketing Director

03/2025 – Present

- Led the development and execution of a comprehensive strategic marketing and communications plan, resulting in increased visibility for the organization's programs and a measurable boost in donor engagement.
- Managed and mentored a cross-functional marketing team including content creators, social media specialists, graphic designers, and videographers, ensuring cohesive promotion of events, impact stories, and outreach initiatives.
- Collaborated cross-departmentally to align marketing strategies with organizational goals in project management and fundraising, proactively using A/B testing and social media analytics to adapt plans and workflows, maximizing impact and efficiency.

International Transformation Foundation, Inc. | Communications Director

02/2025 – 09/2025

- Developed a strategic communications plan and recreated the foundation's vision and mission statements, better aligning them with the foundation's daily operations and long-term goals.
- Launched a social media marketing campaign to build partnerships, highlight success stories and boost online visibility.
- Created engaging marketing materials and updated the design and content of the website using SEO strategies while promoting fundraisers, school fairs and water projects, increasing participation in water projects and donations.

Refugee Women's Center, Inc. | Content Creator

09/2024 – 01/2025

- Developed and implemented a comprehensive communications and marketing plan, identifying target audiences and key messaging to enhance outreach efforts.
- Created a quarterly newsletter featuring success stories, increasing stakeholder engagement and visibility of the organization's activities.
- Designed promotional materials, such as flyers, to raise awareness and boost program participation.

Arts For Global Development, Inc. | Social Media Manager

06/2024 – 12/2024

- Formulated a strategic social media plan that significantly increased engagement and outreach within the online community.
- Assessed various social media tools to determine the most effective platforms for organizational goals.
- Fostered cultural discussions and advocacy for social change by utilizing art as a medium to connect with followers through impactful social media content, often using A/B testing to determine best graphic for maximum impact.

Living Independently for Everyone, Inc. | Marketing & Communications Specialist

08/2018 – 10/2020

- Led fundraising initiatives for nonprofit events, resulting in increased financial support.
- Enhanced organizational awareness and event participation by creating newsletters, brochures, and promotional materials.
- Coordinated media outreach and secured government keynote guest speakers for diversity and inclusion events, achieving high attendance rates.

EXPERIENCE

BroadSoft, Inc. | Communications Project Manager 01/2017 – 08/2018

- Improved productivity by developing and distributing internal communications, including policies and standard operating procedures.
- Increased potential sales by 20% through persuasive briefs for customer meetings and effective sales coordination.
- Enhanced brand visibility by creating an interactive timeline showcasing the history and stability of VOIP technology.

General Dynamics Information Technology, Inc. | Sr. Human Capital Consultant 11/2015 – 01/2017

- Streamlined human capital processes at the U.S. Department of Defense by developing standard operating procedures and training materials.
- Fostered a positive work environment by leading new employee communications and coordinating recognition events.
- Addressed workforce gaps by crafting vacancy announcements and behavior-based interview questions for applicant selection.

Dougherty & Associates, Inc. | Sr. Organizational Change Management Analyst 03/2014 – 11/2015

- Enhanced organizational efficiency at the U.S. Department of Health and Human Services through compelling internal and external communications.
- Increased transparency by organizing and updating content for organizational websites.
- Boosted productivity through effective project management of communication initiatives, including fact sheets promoting new technologies

Your Recruiting Company, Inc. | Program Analyst 09/2012 – 02/2014

- Developed and implemented Continuity of Operations Plans (COOP) and Facility Emergency Action Plans (FEAP) for the U.S. Department of State, collaborating with various bureaus to enhance emergency management protocols.
- Established and led an emergency response committee with representatives from multiple bureaus, facilitating strategic discussions and monitoring progress on emergency planning goals.
- Created comprehensive briefs for leadership to communicate emergency management objectives and project statuses, ensuring transparency and accountability in response efforts.

BAE Systems | Management Analyst/Consultant 01/2007 – 10/2011

- Played a key role in modernizing IT tools at the U.S. Department of Homeland Security by collaborating with software developers and stakeholders to optimize systems and processes.
- Spearheaded change initiatives through the creation and execution of strategic communication plans, producing engaging newsletters, fact sheets and flyers that promoted new technologies among stakeholders.
- Enhanced employee engagement and morale by conducting focus group sessions to assess workplace issues and advising leadership on and implementing effective employee development programs aligned with organizational goals.

EDUCATION

American University, School of International Service

Washington, DC

Master of Arts in Intercultural and International Communications, Cultural & Public Diplomacy
2022

- **International Communication:** Crafted memoranda for strategic communication efforts to dismantle the distribution of misinformation and disinformation related to international crises. This involved researching case studies and writing reports, which had the potential to resolve international communications crises.
- **Practicum:** Planned, coordinated and hosted an international student talent show to help international students better and quickly acclimate to the university. Through a digital marketing campaign, used all forms of art as a medium in posts to connect with the show's participants, which encouraged cross-cultural conversation and brought about acceptance and bonds. Using social media analytic results, reengineered my posts, shaping them into those that would yield the most attention.
- **Project Management:** Analyzed a business problem and conducted research on effective strategies to resolve the issue. Clearly defined issues and developed a project management plan following PMBOK guidance and standards. Proposed project's budget and planned and scheduled the execution of the project's tasks.

University of Maryland, College Park

College Park, MD

Bachelor of Arts in Psychology
2007

ADDITIONAL SKILLS

Computer: Microsoft Office Suite, Desktop Publisher, Canva, Photoshop, InDesign, WordPress, SharePoint/Knowledge Management System, Statistical Package for the Social Sciences (SPSS), Tableau, Survey tools, Zoom, Teams, Social Media Platforms, A/B Testing, AI-Integrated Marketing, Meta Platforms, Meta Ads Manager, Hubspot, Hootsuite, Wix Web Design, Miro Board, Adobe Creative Cloud, and the Internet

Language: Spanish (intermediate)