

EVE ELLIOTT

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I make health make sense using strategic communications created with and for the communities I serve.

EXPERIENCE

Alexandria Health Department (AHD), Alexandria, VA - Communications Officer | 2022–Present

- Led strategic communications for a local public health department serving 160,000+ residents, overseeing service promotion, emergency messaging, education, and advocacy campaigns.
- Directed post-COVID communications strategy and brand overhaul by setting agency priorities, refreshing brand and style guidelines, and managing \$100K+ in grant funds to hire and train staff and vendors, conduct market research, and develop content.
- Increased earned media coverage by more than 50% over two years by securing regular regional placements, drafting press materials, cultivating journalist relationships, and training spokespeople.
- Managed and optimized the department’s digital communications ecosystem (Drupal, Google Analytics, Siteimprove) to improve user experiences and create exciting content that demystified public health.
- Launched and managed social media channels by creating content, monitoring engagement, and collaborating with local accounts and creators to grow followings.
- Wrote, designed, and distributed web, email, report, newsletter, social, digital advertising, and print content, partnering with subject-matter experts to break down complex public health information.
- Eliminated cross-divisional communication and outreach silos by creating a department-wide digital tracker to plan and report 100+ annual outreach activities and align messaging with target audiences.
- Collaborated closely with community partners and residents to audit cultural competency of AHD materials and adapt them for diverse audiences with unique language needs and values.
- Served as Public Information Officer during public health emergencies, leading crisis communications including media relations, content development, leadership training, and town hall coordination.

Ketchum, Washington, D.C. - Assistant Account Executive, Public Sector | Government Practice | 2021–2022

- Supported national healthcare communications campaigns for federal agencies including CMS and HRSA, with a focus on the National Health Service Corps.
- Developed and managed content across paid, earned, and owned channels: tracked and evaluated campaign performance using Sprinklr and Google Analytics.
- Co-produced the “50 Faces” National Health Service Corps storytelling campaign, collaborating with designers, clinicians, and senior leadership nationwide.
- Partnered with medical students, clinicians, and professional associations to plan and host virtual education events; prepared presentation materials and coached executive leadership for appearances.

Carolina Center for Public Service, Chapel Hill, NC - Communications Assistant | 2020–2021

- Created web stories, social media content, and email newsletters highlighting program impact and participant narratives of service and change.
- Developed branding and content strategies for the 30th Anniversary to increase donor engagement.
- Collaborated with students, program participants, and grantees to identify stakeholder needs and strengthen internal and external communications.

Go Fish Digital, Raleigh NC - Content Marketing Intern, 2020-2021

- Researched and developed digital content campaigns for 20+ nonprofit and retail clients.
- Pitched and earned coverage from national outlets including TODAY, VeryWell Health, and BizJournals.

EDUCATION

University of North Carolina, Chapel Hill - BA; Majors: Global Studies, Advertising and Public Relations