

Elizabeth Carpenter

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Professional Summary

Strategic communications and digital marketing leader with over a decade of experience building high-impact messaging, digital campaigns, and engagement strategies for mission-driven organizations, advisory boards, and innovative brands. Expert in executive communications, content strategy, project management, digital channel growth, and stakeholder engagement. Proven success increasing audience engagement by 60%, driving donor acquisition by 45%, optimizing multi-channel campaigns, and leading cross-functional project teams to deliver measurable results. Passionate about authentic storytelling, digital innovation, and advancing organizational missions through strategic communications and marketing excellence.

Key Skills & Competencies

- Strategic Communications & Messaging
- Digital Marketing Strategy & Campaign Execution
- Content Strategy & Editorial Leadership
- Project Management & Agile Execution
- Executive Communications & Leadership Voice Development
- Email Marketing, SEO, Paid Media Coordination
- Stakeholder & Donor Engagement
- Internal Communications & Change Management
- Multi-Channel Engagement Strategy (Social, Web, CRM)
- Data-Driven Campaign Optimization & Analytics
- Nonprofit & Mission-Driven Communications
- Advisory Board Engagement & Strategy

Professional Experience

Senior Communications & Digital Strategy Consultant

Eclare Works – Remote | 2021–Present

- Developed and executed leadership messaging and digital strategies, increasing client engagement by 60% over 12 months.
- Built multi-channel campaigns achieving 45% lift in donor acquisition and retention rates over two years.
- Produced executive speeches, talking points, editorial calendars, and digital content strategies.
- Led SEO content initiatives, improving organic search rankings by 38% over 9 months.

- Created centralized marketing dashboards, improving project delivery by 25% YOY.

Donor Communications & Engagement Lead

Hospice Cup – Annapolis, MD | 2021–Present

- Crafted donor stewardship messaging helping raise \$250K+ over two fundraising cycles (exceeding targets by 35%).
- Boosted subscriber engagement rates by 70% over 12 months through content strategy refresh.
- Developed executive event scripts and digital storytelling increasing event participation by 30% YOY.
- Drove CRM segmentation strategies raising donor retention by 20% over 18 months.

Marketing & Communications Manager

Rockwell Collins – Annapolis, MD | 2012–2020

- Directed communications strategies across regulated sectors, achieving a 98% project delivery success rate over 8 years.
- Drafted 150+ executive briefings and updates, cutting leadership prep time by 30% over three years.
- Improved internal open rates by 40% through content governance refreshes and engagement initiatives.
- Generated \$600K in operational efficiencies via workflow automation between 2015–2020.

Education & Certifications

MBA, University of Maryland – 2023

BA, Journalism & Advertising, University of Maine – 2011

HubSpot Marketing Software Certification – 2025

Google Analytics 4 Certification – 2024

Change Management Certification – 2025

Crisis Communications Certification – 2024

Advisory & Board Engagement

Advisory Board Member

- Provide strategic communications, digital engagement, and project oversight for mission-driven and nonprofit organizations.
- Guide branding, digital content development, and stakeholder engagement strategies to strengthen organizational growth.