

# DAVID BILLOTTI

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## WHAT I OFFER

I am an expert communicator who leverages data, trends, landscape analysis, and extensive experience in marketing, branding, and strategic planning to create and manage content across platforms that resonates with intended audiences and drives growth.

## RECENT EXPERIENCE

### DAVID BILLOTTI MKTG | Metro Washington, DC

MarComms Consultant

08/2019 - current

- Research and write executive communications, annual reports, and white papers for Fortune 100 companies, NGOs, educational and community organizations
- Teach a 12-hour master class in effective MarComms writing
- Design and develop digital content, including web design, social media, and video editing and production
- Lead MarComms strategy, business development, and project management

### NORTHERN VIRGINIA FAMILY SERVICE | Oakton, VA

Director of Marketing and Communications

11/2019 - 02/2021

- Part of a small department that raised over \$1 million from individuals, foundations, and government grants in support of COVID-19 relief
- Served on the leadership team, contributing to discussions related to business development, organizational strategy, DEI initiatives, and advocacy
- As primary writer and creative director, refined the voice and visual presentation across all channels, positioning the organization and CEO as a regional leader
- Partnered with PR rep to identify and build stories, landing media hits in the *Washington Post*, on WAMU, and in many local publications
- Increased new users to the website by 35%, and tripled engagement on social media through revitalized organic content as well as targeted advertising

### UNION FOR REFORM JUDAISM | New York, NY

Director of Marketing and Communications, Youth

1/2017 - 7/2019

- Developed, directed, and implemented marketing and communications strategies and campaigns for the \$50M youth division of this international non-profit
- Designed division-specific marketing and outreach strategies that grew awareness of individual programs by 50%
- Expanded digital advertising strategies, generating leads through remarketing and new constituents through data-driven targeting

## **THE CENTER FOR ARTS EDUCATION | New York, NY**

Director of Marketing and Communications

5/2012 - 12/2016

- As part of the senior management team, leveraged branding, social and traditional media outreach, and online fundraising toward the attainment of business goals
- Orchestrated an organizational re-branding including the development of a new website, resulting in a 43% growth in traffic and new business inquiries
- In collaboration with the development team, each year significantly exceeded annual income from crowdfunding campaigns and the fundraising gala

## **JTA INTERNATIONAL NEWS SERVICE | New York, NY**

Director of Marketing and Communications

6/2008 - 2/2012

- Led rebranding, subscriber growth and online fundraising efforts toward establishing historic media company as a viable 21C traditional and new media content provider
- Grew readership by 20% via web, e-mail subscriptions, and social media engagement
- Planned, wrote and managed online fundraising campaigns, with a revenue increase of 75% over previous annual totals

## **SKILLS**

- |                                       |                      |                       |
|---------------------------------------|----------------------|-----------------------|
| • Writing across styles and platforms | • Strategic planning | • Creative direction  |
| • C-Suite and internal communications | • Brand development  | • Digital advertising |
|                                       | • Data analysis      | • Online fundraising  |
|                                       |                      | • Team building       |

## **EDUCATION**

CENTRAL MICHIGAN UNIVERSITY

Bachelor of Science, Communications

*corporate and non-profit references available upon request*