

# CHARITY CARLSON HIRST

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## SUMMARY

Dynamic and forward-thinking communications professional with an extensive background in content writing and editing, project management, internal and external communications management, strategy development and implementation, digital and traditional marketing, and branding. Driven to exceed expectations and deliver results.

## EXPERIENCE

**CCH COMMUNICATIONS**, Westbrook, Maine

**Freelance Writer and Editor, Marketing and Communications Consultant**, 2014-present

As a communications professional, I manage projects, develop strategies, and execute targeted campaigns for a wide variety of companies and organizations. I delight clients by producing engaging, original content for various platforms, including websites, blogs, articles, print, and social media.

- Broad experience with business to business (B2B), business to consumer (B2C), and not-for-profit clients.
- Client categories include life science, public sector organizations, non-profits, healthcare, fitness, agriculture, industrial manufacturing, automotive, pest control, finance, interior design, food safety, education and coaching, visual and performing arts, software development.
- Contracted agency writer for Workshop Marketing, Clement Creative, and Page One Web Solutions.

**WEX**, Portland, Maine

**Technology Communications Manager**, 2021-2024

**Employee Communications Specialist**, 2019-2021

Enabled knowledge and resource sharing through multi-layered communication campaigns and strategic platforms. Continuously improved processes while cultivating relationships at every level across the company.

- Wrote, edited, curated, and formatted all technology content on company intranet
- Established the voice of WEX Technology for inter-department messaging and company-wide communications, including change management, crisis, and new acquisition onboarding comms.
- Increased employee engagement by gamifying annual Cybersecurity Awareness Month activities.
- Built an intranet community that empowered 2,000+ global Tech employees to share their individual expertise and team successes, resulting in a steady stream of new content.
- Sole writer and editor of biweekly internal newsletter, with open rates of almost 100%.
- Became trusted writer and communications advisor for Chief Technology Officer and Vice Presidents, Human Resource Business Partners, and other stakeholders.
- Developed intake processes for reviewing and prioritizing technology communication requests
- Piloted use of AI chatbot for urgent, action-oriented messages and defined usage protocol.
- Administered access to communication tools such as LumApps, ScreenCloud, Staffbase, Moveworks, and Google Workspace.
- Developed usage guidelines for approved tool users and best practices for brand, voice, and readability.
- Created a company communication matrix to define the available channels and acceptable use cases based on messaging and audience.
- Defined communication standards for different types of technology changes.
- Built partnerships with key tech teams, then empowered some communication autonomy within my parameters.
- Invited to the Parents@WEX employee resource group board as Communications Chair from 2020-2024.

**ENVIROLOGIX**, Portland, Maine

**Communications Manager**, 2014-2017

After three months in this position, I was appointed project manager for a new company website and rebrand and developed their first set of brand guidelines. Under my management, social followers and engagement increased 200%.

- After managing a keyword analysis initiative, I developed new SEO goals.
- Led comprehensive rebranding project, including logo and B2B marketing collateral.
- Created all new print marketing materials after a thorough analysis of customer personas.
- Wrote all website and social content, administrator for all online platforms.

**THE MEDICALLY ORIENTED GYM (MOG)**, Portland, Maine

**Director of Marketing and Public Relations**, 2012-2014

Within my first year, the Maine franchise SEO was outranking headquarters on Google. I was invited by MOG corporate to design and manage a national website and network of social profiles to act as a hub for all franchise locations.

- Designed and implemented a comprehensive marketing strategy that included a website, blog, social media, print materials, earned media, and events.
- Customized distinct campaigns for healthcare professionals, corporate wellness program managers, insurance providers, and self-referred gym members.

**MAINEHEALTH CARE AT HOME**, Saco, Maine

**Development, Marketing, and Community Relations Associate**, 2004-2012

**Communications Coordinator**, 2001-2003

Articulated services and mission of not-for-profit health care agency to distinct audiences (including employees, patients, volunteers, referral sources, municipalities and donors) using targeted marketing channels.

- Spoke on behalf of agency as part of the United Way of Greater Portland Speaker's Bureau.
- Served by invitation on MaineHealth's patient education materials development advisory committee, where I reviewed existing marketing materials, then developed and published guidelines to increase readability and the use of "plain language" while staying within the MaineHealth brand standards.

**THE ROOT CELLAR**, Portland, Maine

As a member of the International Job Training Program Development Committee, I developed and wrote a comprehensive training program manual for teaching English and basic life skills to adult immigrant students.

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## EDUCATION

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UNIVERSITY OF SOUTHERN MAINE, Portland, Maine

**Bachelor of Arts, English**

Minor in Creative Writing

Graduated magna cum laude.

BUCKS COUNTY COMMUNITY COLLEGE, Newtown, Pennsylvania

**Associate of Arts, Liberal Arts**

Member Golden Key International Honour Society