

ERIC GIBBLE

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DIGITAL MEDIA STRATEGIST

Dynamic, results-driven communication professional with a blend of traditional and new media skills. Extensive experience utilizing social media in issued-based campaigns to increase web traffic and promote civic engagement. Proven ability to track media trends and implement them to achieve a client's goal. Able to adapt complex policy messaging to suit relevant target audiences. Extensive experience operating the *Wordpress* and *Drupal* content management systems. Capable of managing and completing multiple projects and communicate with a wide range of individuals.

CAREER HIGHLIGHTS

- Developed and implemented the *Nuns on the Bus* social media campaign, which had a maximum reach of 500,000 people. Communicated with multiple media outlets via social media including *CBS Religion* and *The Daily Beast*.
- Prepared and distributed *Interfaith Immigration Coalition's (IIC)* press material amid demonstrations outside the Supreme Court during oral arguments in *Arizona v. United States*. Media hits for the *IIC* included *Huffington Post*, *the Wall Street Journal*, *NPR*, and *PBS Religion*.
- Provided logistical support for the *2012 Summit on the Science of Eliminating Health Disparities*, in which 2,500 healthcare professionals participated.

PROFESSIONAL EXPERIENCE

WEB DEVELOPMENT CONSULTANT, Irish Apostolate USA Silver Spring, MD | September 2013-Present

- Responsible for all stages of website migration from Adobe Dreamweaver to *Wordpress*, including transfer of content, initial design and back end administration.
- Participated in weekly meetings with client to clarify the needs and functionalities of the website.
- Created banners and graphics with a cohesive look and feel throughout all web properties to ensure brand consistency.
- Identified and corrected any existing inaccuracies including broken links and PDF documents.
- Ensured deadlines were completed on time and within budget.
- Facilitated transfer of databases with external stakeholders.
- Wrote technical manuals and user instructions for client.
- Conducted weekly training sessions for client based on this document.

ACCOUNT EXECUTIVE, the Hill Group Bethesda, MD | September 2012-June 2013

- Provided pre-meeting, on site, and post-meeting logistics management support for multiple agencies within the *National Institutes of Health (NIH)*, including *the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK)* and *National Institute of Minority Health and Health Disparities (NIMHD)*.
- Managed applicant database and mitigated issues *Indian Health Service (IHS)*, *Tribal*, and *Urban Indian Health (I/T/U)* program employees seeking training through *American Association of Diabetes Educator (AADE)* online courses.

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PROFESSIONAL EXPERIENCE (CONTINUED)

- Tracked allocation of remaining funds through monthly progress reports on application numbers for the *IHS Division of Diabetes Treatment and Prevention (DDTP)*.
- Employed technical writing and editing skills for client meeting summaries; followed-up on action items to ensure completion.
- Analyzed and produced content for federal government request for proposals (RFP's), utilizing writing skills for contract bids.
- Developed weekly social media posts and social marketing outreach strategies for *the Hill Group's* Facebook and Twitter accounts.

LOBBY ASSOCIATE, NETWORK Lobby

Washington D.C. | September 2011-July 2012

- Advocated for *NETWORK's* policy positions on immigration and healthcare in lobby visits and weekly legislative updates distributed to organization members.
- Ensured maximum public exposure for the *Nuns on the Bus: Nuns Drive for Faith, Family, & Fairness* campaign by communicating with major media outlets and progressive faith leaders via social media and maintaining the *Nuns on the Bus* website.
- Scheduled lobby visits for *NETWORK's* Catholic Sisters at local legislative offices and provided logistical support during the *Nuns on the Bus: Nuns Drive for Faith, Family, & Fairness* campaign.
- Coordinated lobby visits, prepared materials, and recorded meetings with congressional offices.
- Maintained, monitored and created content for the *Interfaith Immigration Coalition, Election 2012: Catholics Vote for the Common Good*, and *NETWORK social media accounts*.
- Redesigned the *Interfaith Immigration Coalition's* website and executed an effective media strategy surrounding the *Arizona v. U.S. Supreme Court* case, including writing and distributing press releases.
- Engaged hundreds of *NETWORK* members across the country to engage their communities in dialogues for the *Election 2012: Catholics Vote for the Common Good* initiative and tracked *NETWORK* member participation in this initiative.

SKILLS

Adobe System Skills

Photoshop, InDesign, Illustrator, Final Cut Pro

Communication Skills

Press Writing (AP Style), Graphic Design, Print Design, Video, Social Media, Photography

Content Management System Skills

Wordpress, Drupal

EDUCATION

Bachelor of Arts - Communication | Graduated May 2011

Cabrini College, Radnor, PA

Study Abroad | September-December 2008

St. Mary's University College, London, UK