

# Desja Fagins

## *Digital Advertising and Marketing Specialist*

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## Summary

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Public Affairs professional with 10 years of experience building brand awareness and community management, masters degree in marketing, and certified in data visualization. Proven skills in planning and evaluation and customer service. Specializing in social media marketing, copywriting, communication strategies, and local, national, and global digital advertising. Able to provide agencies with strategic communication strategies, community management, and data analytics.

## Experience

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### **Selective Service System / Public Affairs Specialist GS11**

September 2020 - PRESENT, Arlington, VA Hours/Week: 40

- Develops modern and engaging multimedia content that promotes national and regional public awareness of the organization and supports the registration mission using appropriate virtual communication tools to reach the intended audience.
- Tests and disseminates evidence based products, tools, and messages on digital and traditional marketing platforms.
- Utilizes multiple social media platforms as well as social media management tools to convey information and publicize the agency's mission.
- Monitors Selective Service social media accounts throughout the specified unit for appropriate, professional content and provides feedback and advice to the Public and Intergovernmental Affairs team based on analysis of the content's effectiveness.
- Writes a variety of digital copy for national and regional platforms, conveying vital information, agency operations, programs and activities to specialized demographics and the general public.
- Produces quality stories, photos, graphics and video products that educate the intended audience about Selective Service and benefits and corrects misperceptions about registration.
- Conducts and manages demographic research and program evaluation activities for communication and marketing and presenting evidence to leadership using data visualization.
- Analyzes digital advertising and registration data to identify key insights into mission awareness, sharing results leadership and other stakeholders, specifically results in low-compliance areas.
- Serve as the lead web content administrator and central point of coordination for the agency overseeing public website content management, ensuring mission critical content is current, available, and meets 508 Compliance regulations.
- Participates, plans, and travels to local and national outreach events throughout the year involving program partners, speaking on behalf of the agency, and providing critical information and materials to the public.

- Designs and develops complex interactive data visualizations for sss.gov using context-appropriate tools to enhance publications and digital products.
- Collaborates with a small team to manage day-to-day website content operations, implement new website initiatives, make strategic recommendations for UX and content enhancements, and develop appropriate plans, specifications, and metrics for success in consultation with the ADPIA.

### **Selective Service System / Chief Digital Affairs Team Lead (Detail) GS12**

May 2021 - August 2021 and October 2022 - February 2023, Arlington, VA Hours/Week: 40

- Oversaw the planning, development, evaluation, and use of social media tools, content, and data analytics.
- Deployed advanced and interactive data visualizations that go beyond basic data representations and facilitate nuanced understanding of data-based subject matter.
- Led national team of social media coordinators to provide ongoing service-wide support, guidance, and collaboration on official social media efforts across a wide variety of social media platforms, including Twitter, Facebook, LinkedIn, Instagram, Snapchat, and YouTube.
- Provided weekly reporting to ADPIA, sharing project status, accomplishments, and social media/digital advertising analytical data.
- Liaised between ADPIA, Regional Departments, the Digital Affairs Team (DAT), and other stakeholders for upcoming projects and initiatives.
- Provided expert advice in the overall graphic design elements for the agency's social media accounts, advertisements (digital and traditional), and official website.
- Prepared yearly reports for Website Modernization, Reports to Congress, and Performance Accountability Reports.
- Assisted in the planning and communication of outreach exhibitions and events.
- Communicated with regional and national departments to create new or updated outreach materials including but not limited to postcards, brochures, toolkits, and posters, articles, videos, etc.
- Collaborated with regional departments to implement region specific programs.
- Reviewed, edited, and approved team project submissions, providing clear instruction, feedback, and guidance.
- Developed standards, guidelines and protocols for the design, production and delivery of social media programs and website content management.
- Prepared digital affairs team's quarterly budget reports and monitors spending. Allocates funds to specific projects and programs based on historical success, research, and digital advertising best practices.
- Researched potential new media technologies for the agency to consider when expanding social media, digital advertising, and search engine presence.
- Undertook annual planning for the digital team, outlining milestones and strategic direction.

### **Selective Service System / Travel Arranger**

January 2023 - PRESENT, Arlington, VA

- Advises travelers on appropriate documentation and lead times required for sponsored travel and outside activities, domestic travel and foreign travel.
- Coordinates with program area to maintain an awareness of upcoming travel and ensure adequate lead times to prepare applicable documentation (e.g., notification of foreign travel, sponsored travel).

- Advises travelers of and assists with any need for specialized travel documents such as visas or passports.
- Uses software systems to load, update, correct, research, data-mine, and maintain data related to travel.
- Examines, evaluates, and under the guidance of the supervisor or designee, recommends alternative means of meeting travel requirements for unusual situations, i.e., interrupted travel due to illness or family emergencies and unplanned foreign travel.
- Uses the General Services Administration (GSA) Federal Travel Regulations (FTR) to manage the travel activities.
- Serves as the contact for registrations for conferences which involves ensuring the accurate completion of required forms.
- Examines and verifies adequacy and completeness of travel vouchers.
- Analyzes and evaluates the effectiveness of programs or operations in meeting established goals and objectives, and analyzes program performance data to identify issues and make recommendations for improvement.

### **Combined Federal Campaign (CFC) / Campaign Manager**

FY 2021 and FY 2022, National Capital Region Hours/Week: 10

- Led the Selective Service System's CFC efforts.
- Coordinated with the Selective Service System Director and other stakeholders to distribute CFC charity information to agency employees, contractors, and volunteers.
- Developed and planned digital and traditional communications about donation pledges through the CFC to all internal and external stakeholders.
- Coordinated with agency leaders to identify Keyworkers and contributors.
- Worked with the CFC headquarters to facilitate Keyworker trainings.
- Supported the implementation of all CFC charity events.
- Raised more than \$2,000 in FY 2022 for CFC participating charities.
- Planned and participated in monthly CFC briefings to the agency.

### **ImagiNation Afrika / Content and Communication Specialist**

June 2019 - July 2020, Dakar, Senegal Hours/Week: 40

Supervisor: Chakera McIntosh +221 77 157 11 68 / may contact

- Worked with internal and external stakeholders to invest in and build long-term partnerships for ImagiNation Afrika and Ker ImagiNation including its social media channels, to increase innovation and audience engagement.
- Executed a global digital strategy that leveraged the ImagiNation Afrika and Ker ImagiNation website, online outreach products, and all social media channels in English, French, Arabic, and local languages.
- Facilitated in the planning of an international annual conference with more than 75 members of Senegal's elite private sector on investments for early childhood development.
- Ensured a regular flow of consented, on-brand content working closely with regional employees to increase the Ker ImagiNation and ImagiNation Afrika digital footprint and engagement with target audiences.
- Planned and attended local monthly outreach events, sharing organizational missions with the public and providing critical outreach materials.
- Worked across a content team consisting of two writers, two graphic designers, two

videographers, and one social media assistant to successfully execute campaigns around key report launches, Spring and Annual Meetings, and multimedia storytelling efforts, ensuring coherent user journeys and audience segmentation for organic and paid digital activities, providing clear instruction, feedback, and guidance.

- Established and maintained effective working relationships and communication channels with external stakeholders, including the U.S. Embassy, Osiwa, USAID, and private sector partners.
- Formulated multiple cross-platform content strategies which resulted in an average revenue increase of 25%.
- Managed digital content across multiple platforms, including email (MailChimp), digital advertising platforms, and social media management platforms including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
- Collaborated with a small team to manage day-to-day website content operations, implement new website initiatives, make strategic recommendations for UX and content enhancements, and develop appropriate plans, specifications, and metrics for success in consultation.
- Served as the lead web content administrator and central point of coordination staff members, website developers, and vendors as needed.

### **Peace Corps / International Liaison Specialist**

February 2017 - May 2019, Dakar, Senegal Hours/Week: 40

Supervisor: Cheikh Thiam [cthiam@peacecorps.gov](mailto:cthiam@peacecorps.gov) / may contact

- Supported the Peace Corps Goal #2, to help promote a better understanding of Americans on the part of the peoples served, by conducting weekly outreach events, sharing American culture with the local population and answering common FAQs.
- Facilitated in the planning of a national discussion forum and outreach event for the country's dairy sector.
- Collaborated with a small team to manage day-to-day website content operations, implement new website initiatives, make strategic recommendations for UX and content enhancements, and develop appropriate plans, specifications, and metrics for success of the Travel Senegal Website, creating and writing critical website content and providing photography along with SEO marketing.
- Contributed to the official Peace Corps Senegal website by submitting 2 original articles and 5 works of art.
- Facilitated more than 100 youth members in business development and management on areas of marketing, accounting, risk calculations and market research.
- Partnered with 6 local women's groups to assist in the achievement of business goals and development of accounting skills.
- Facilitated in the implementation of business management systems in order to organize responsibilities and tasks for six women's groups consisting of more than 30 members per group.
- Developed and analyzed grant proposals from private-sector entities and local community groups.
- Trained more than 60 women in food processing technical skills such as cheese making and butter churning.
- Assisted more than 60 women in product development and design based on local market demand and availability.

### **Epic Africa / Community Manager Intern**

June 2018 - October 2018, DAKAR, SENEGAL Hours/Week: 20

Supervisor: Adwoa Agyeman / may contact

- Planned, advised, prepared and formulated strategies to share awareness to the customers of Epic Africa and their stakeholders.
- Reported and wrote stories that adhered to the highest principles of international developmental journalistic ethics.
- Responsible for maintaining active, accurate and effective engagement with audiences on Epic Africa's social media platforms through different strategies including researching, tweeting, sharing and retweeting information and news relevant to African CSOs, e.g. opportunities for funding, training, networking, etc; resulting in an overall growth of 10%.
- Translated existing knowledge articles into meaningful social media content that could be shared to a vast majority of social media platforms.
- Provided updates and reports to leadership on effectiveness, channel usage and return on investment.
- Worked with the Head of Communications in the delivery of digital content, including forming part of the editorial process, assembling assets, clearing permissions, commissioning, and writing.

### **Aloma Bowl / Event Planning Representative**

June 2016 - October 2016, WINTER PARK, FL Hours/Week: 20

Supervisor: Kiley Tessitore 407-671-8675 / contact me first

- Met with event stakeholders to gain an understanding of the event's purpose and goals.
- Coordinated event logistics and services, including technology and equipment needed to run the event, food, drinks, team building activities and games.
- Managed each client's budget closely to ensure event stays within guidelines and ensured vendors were paid.
- Effectively planned more than 50 events in 5 months and provided quality customer service resulting in more than \$40,000 profit.
- Converted 100 event participants into regular customers, resulting in a 2% increase in weekly customers.

### **Firetainment Inc. / Marketing Manager**

December 2015 - January 2017, ORLANDO, FL Hours/Week: 40

Supervisor: Tracy Stein tracyStein@primepinnacle.com / contact me first

- Planned and executed all web, SEO/SEM, marketing database, email, social media and display advertising campaigns resulting in 1,000% website traffic in 30 days.
- Designed, built and maintained a social media presence resulting in visibility of 22,000+ Facebook users per week.
- Measured and reported performance of all digital marketing campaigns, and assessed against goals (ROI and KPIs).
- Collaborated with agencies and external stakeholders, resulting in an increased conversion rate from .03% to .07% in 30 days.
- Served as the lead web content administrator and central point of coordination among CEO and vendors as needed.
- Advised on best practices around UX writing and design and role-model behaviors.
- Developed and reported on KPIs to measure impact and digital growth of the website and online efforts through Google Analytics increasing website traffic from social media by 300% in 30 days.
- Prepared, published, and maintained content on the business's website, working with stakeholders, subject matter experts and content strategists to ensure content is accurate,

relevant, on-brand and published in a timely way.

### **WKMG News / Digital Marketing Intern**

September 2015 - November 2015, ORLANDO, FL Hours/Week: 20

Supervisor: Shannon McLellan shannmclellan@gmail.com / may contact

- Posted daily updates, news and announcements on social media in a timely manner using appropriate articles.
- Performed research to find articles, stories, resources, or other content that is relevant to the 4 million viewer customer base and posted to the station's Facebook Twitter and Instagram pages in a manner which resulted in an average of 120 comments and interactions amongst viewers.
- Regularly observed online activity of engaging audience members and reported on social media best practices.
- Wrote 2 articles per day on local news stories and local public information resulting in more than 10,000 reads.

## **Education**

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### **Full Sail University / Digital Marketing**

July 2015 - July 2016, WINTER PARK, FL

Masters of Science

### **Full Sail University / Sports Media and Marketing**

October 2012 - June 2015, WINTER PARK, FL

Bachelors of Science

## **Certifications**

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### **GSA SmartPay Certification**

November 2021

### **Management Concepts / Data Visualization**

October 2021

### **Contracting Officer Representative Certification**

September 2020

### **University California Berkeley / GG203x : Empathy and Emotional Intelligence in the Workplace**

February 2020, Professional Certificate, ID: d1e6d2a6b5b44810b41deb83f5cbe133

### **University California Berkeley / CoWri16x : Writing for Social Justice**

January 2020, Professional Certificate, ID: 8d99f01c00eb4439b6f24ef9b67f2c6a

## Special Skills

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Marketing Skills	Technical Skills	Software Skills
Communication	SEO/SEM	Critical Mentions, Meltwater
Creative Thinking	PPC	Adobe Photoshop, Illustrator, InDesign
Aesthetic Sensibility	Social Media Marketing and Paid Social Media Advertising	HTML and CSS coding languages
Writing Skills	A/B Testing	SEMRush, SEO Power Suite
Analytical Skills	Email Marketing and Automation	HubSpot, Hootsuite, Meta Business
Sales	Funnel Management	Google Drive, Dropbox, SharePoint, Box
Storytelling	CRM	WordPress, Wix, Weebly
Problem Solving	UX Design	MailChimp, Constant Contact
Stress Management	Data Visualization	Google Analytics and Google Search Console
Negotiation	CMS Tools	AdWords, CTV, In-Game, Native, Social Media, and Digital Radio Paid Ads

## Awards

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### Certificate of Appreciation

U.S. Selective Service System

March 2023, April 2022, December 2021, December 2020

### Champion Award Certificate

Combined Federal Campaign

February 2023