

Brittany Reid, MPH

STRATEGIC HEALTHCARE & PUBLIC SECTOR CONSULTANT

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PROFESSIONAL SUMMARY

Strategic healthcare and public sector leader with 12+ years of experience guiding complex initiatives across federal health, healthcare communications, behavior change, stakeholder engagement, and implementation strategy. Trusted advisor known for aligning cross-functional teams, translating complex policy and research into actionable strategies, and driving measurable outcomes across highly regulated environments. Experienced leading enterprise initiatives spanning public health, patient engagement, executive communications, organizational alignment, and large-scale strategic implementation.

CORE COMPETENCIES

Strategic Planning & Implementation ■ Healthcare Strategy ■ Cross-Functional Leadership ■ Stakeholder Engagement ■ Executive Communications & Counsel ■ Change Management ■ Behavior Change Strategy ■ Program & Portfolio Management ■ Organizational Alignment ■ Client & Partner ■ Relationship Management ■ Public Sector Consulting ■ Strategic Planning, Performance & Optimization ■ Healthcare Communications ■ Strategic Communications

PROFESSIONAL EXPERIENCE

Account Director | CMRignite: Milwaukee, WI September 2024 – Present

Led strategic initiatives across federal and public health portfolios, guiding stakeholder alignment, implementation planning, communications strategy, and cross-functional execution in highly regulated healthcare environments

Serve as senior strategic lead across a portfolio of federal and public health accounts, providing executive counsel, identifying risks and opportunities, and ensuring integrated delivery across teams

Identify and advance opportunities to expand scope, contribute to proposals and organic growth efforts, and support account retention and business development

Translate complex research into clear, audience-centered messaging while overseeing development of written content across digital, stakeholder, and executive channels

Manage project lifecycles, including timelines, budgets, resource allocation, and quality assurance, ensuring delivery aligns with client expectations and contract requirements

Direct cross-functional teams (creative, digital, analytics, and program teams) to execute integrated communications strategies and achieve campaign goals

Mentor junior and mid-level team members, guide workstreams across disciplines, and support prioritization and delivery efficiency

Serve as Account Director for Milwaukee County Opioid Settlement Funds initiative, leading community-based participatory marketing strategies that drive engagement and behavior change among priority populations

Advise senior government stakeholders on communications strategy, executive messaging, and stakeholder engagement to support program goals

Delivered national African Swine Fever prevention campaign generating 64M+ impressions and 260K+ microsite sessions through integrated paid, earned, shared, and stakeholder engagement campaigns

Maintained high client satisfaction and performance, earning "Very Good" CPARS ratings while navigating funding and scope changes

Lead annual planning sessions, campaign performance reviews, and executive-level client presentations to align strategy, inform decision-making, and drive outcomes

Manage multimillion-dollar communications portfolios, overseeing budgets, staffing, and resource planning across accounts

Freelance Communications Consultant | Golin: Atlanta, GA May 2023 – July 2023

Developed and executed internal communications strategies to improve employee understanding of and engagement with Janssen's Diversity, Equity, and Inclusion in Clinical Trials (DEICT) initiative, strengthening internal alignment and participation

Positioned Janssen as a thought leader in equitable clinical research by shaping external communications strategies that elevated visibility and credibility among key stakeholders

Supported integrated communications efforts across paid, earned, shared, and owned channels to increase awareness, engagement, and participation among diverse patient populations

Supported internal communications and organizational alignment efforts, ensuring clarity of messaging across leadership, teams, and external stakeholders

Senior Communications Strategist | IQ Solutions: Bethesda, MD February 2021 – September 2024

Developed strategic communications for national campaigns across digital channels for the Administration for Strategic Preparedness and Response (ASPR), the National Institutes of Health (NIH), the Centers for Disease Control and Prevention (CDC), and the Health Resources and Services Administration (HRSA), advancing public health initiatives and driving community engagement, translating patient, provider, and stakeholder insights into strategic recommendations that informed engagement approaches, messaging, and program direction across federal health initiatives.

Served as strategic account lead across multiple federal health portfolios, managing senior client relationships and guiding integrated communications planning

Advised federal leadership on executive and stakeholder communications while directly developing messaging, content, and campaign materials to support engagement goals

Led communications strategy supporting awareness and uptake of COVID-19 therapeutics, including antivirals, monoclonal antibodies, and immunomodulators, aligning messaging with treatment guidelines, patient access pathways, and public health policy

Developed initiatives to increase participation in clinical trials, translating complex treatment information into accessible, patient-centered messaging

Designed communications strategy for the Administration for Strategic Preparedness and Response Test to Treat program to increase awareness and support uptake of COVID-19 therapeutics, while overseeing ongoing content strategy and maintenance for ASPR web resources related to treatment access

Spearheaded social media strategy and execution for the \$28M HHS COVID-19 response contract, generating 100M+ impressions and driving significant increases in engagement and web traffic

Planned and executed stakeholder outreach initiatives, engaging 100+ national organizations to expand clinical trial participation and strengthen equity-focused engagement, resulting in 50,000+ direct touchpoints

Led planning and execution of four high-profile congressional briefings in partnership with NIH HEAL and bipartisan policymakers, shaping messaging and materials and coordinating cross-sector stakeholders to elevate patient-centered research and inform federal policy priorities

Developed content and materials supporting federal research initiatives, including reports, stakeholder communications, and digital content aligned with NIH and HHS priorities

Health Communications Specialist | GDIT: Atlanta, GA August 2020 – January 2021

Supported CDC leadership development during the COVID-19 pandemic by designing and delivering evidence-informed training for over 600 response leaders, enhancing operational readiness and crisis management capabilities.

Developed and executed 10 comprehensive training modules for CDC's Responder Education and Leadership Academy (RELAy), including post-training reinforcement materials and assessments to evaluate knowledge retention and track participant progress

Provided strategic recommendations to enhance learning outcomes, resulting in improved participant preparedness and increased confidence in executing pandemic response duties

Senior Health Communications Specialist | DLH CORP: Atlanta, GA November 2018 – August 2020

Led digital marketing and stakeholder engagement for CDC's \$45 million National Prevention Information Network (NPIN), driving awareness and promoting prevention strategies for STD, HIV, tuberculosis, and hepatitis programs.

Led digital communications and content development for CDC's National Prevention Information Network (NPIN), supporting dissemination of research and prevention information to 30,000+ public health stakeholders

Disseminated over 250 disease prevention e-newsletters to more than 30,000 public health partners and stakeholders using Granicus and Adobe Campaign, enhancing information distribution and awareness

Managed digital content creation for NPIN's web and social media channels, reaching over 40,000 followers across Twitter, Facebook, LinkedIn, and Instagram through engaging, evidence-based messaging

Developed strategic stakeholder campaigns and digital toolkits for key awareness initiatives such as STD Prevention Week, Hepatitis Awareness Month, and HIV Testing Day, strengthening partner engagement and campaign visibility

Program Manager & Donor Recruiter | Atlanta Blood Services: Atlanta, GA November 2014 – November 2018

Managed donor recruitment and marketing campaigns to achieve weekly platelet collection targets in support of patients receiving treatment for blood cancers and disorders at The Blood and Marrow Transplant Group of Georgia. Expanded community partnerships to enhance Atlanta Blood Services' visibility and impact.

Supported patients undergoing treatment for blood cancers and disorders and their caregivers, gaining direct exposure to clinical care environments and patient experiences

Developed communications and outreach strategies to support donor recruitment and patient care initiatives

Collected over 40 units of platelets in one day by leveraging email and grassroots marketing strategies, significantly contributing to weekly collection goals of 150 units

Doubled the number of community partnerships in the first year by creating innovative email marketing campaigns for external corporate sponsors, increasing collaborations from 10 to 22

Recruited, screened, and coordinated the volunteer platelet donor database to sustain weekly collection goals, achieving an average of 2.5 donations per recruited donor through effective outreach strategies

American Cancer Society | Atlanta Blood Services: Atlanta, GA 2010-2014

Relay For Life Specialist – Atlanta, GA | 2013 – 2014

Managed a \$650K fundraising portfolio and 500+ volunteers; exceeding sponsorship goals by 92% year-over-year through partnerships with Google, The Weather Channel, and Atlanta Gas Light

Designed community engagement strategies that became national best practices, enhancing mission awareness and volunteer retention

Community Manager – Bluffton, SC | 2011 – 2013

Managed a \$300K fundraising portfolio and 500+ volunteers, exceeding revenue targets and achieving the #1 per capita fundraising event in the Southeast Region for three consecutive years

Increased participation in cancer support programs by over 100% through hospital partnerships and targeted outreach

Led patient support groups, facilitating discussions and creating space for shared patient experiences

Collected and synthesized patient feedback to inform program improvements and engagement strategies

Partnered with internal teams to ensure patient needs and perspectives were reflected in programming and outreach

Built direct relationships with patients and caregivers, strengthening understanding of patient journeys, barriers to care, and support needs

EDUCATION & CERTIFICATION

Master of Public Health | Mercer University, 2017

Bachelor of Science (Biology) | Georgia Southern University, 2010