

# BJ



Auburn University  
2018 - 2020


Francis Marion University  
2013 - 2017



DRT Strategies, Inc.  
Arlington, VA  
April 2020 - Present

Auburn University  
College of Liberal Arts  
Auburn, AL  
Jan. 2019 - May 2020

# BRANDI J. JONES

 Alexandria, VA.

## EDUCATION

### **Master of Technical and Professional Communication**

Graduate Minor in Higher Education Administration (Focus in Digital Marketing in Higher Education, Web Content Strategy, and UX)

### **Bachelor of Arts in English: Professional and Technical Writing**

Minor in Fine Arts (Focus in Marketing, Copywriting, Graphic Design)

## RELEVANT EXPERIENCE

### **Proposal Associate/Coordinator II**

- Supports DRT's Business Development team with proposal activities including creating writing templates, outlining, copy editing, writing, reviewing, & managing proposals
- Analyzes proposal documents such as requests for proposals (RFPs), requests for information (RFIs), and requests for quotations (RFQs)
- Assists in DRT's preparations for color team reviews & participates in recovery efforts
- Contributes to the production of timely, compliant, & compelling written products for submission to the Federal Government
- Supports Solutions Managers, Capture Managers, Subcontractors, Internal Subject Matter Experts (SMEs), Recruiters, and other members of the Proposal/Capture Team
- Serves as a resource on available content to proposal teams, responding to requests about creating, updating, & finalizing content & assisting users with locating content
- Conducts ongoing quality control & coordinates regular updates of all proposal content, by making requested edits & applying consistent writing style standards
- Researches government agencies to identify business opportunities & compiles information from different sources (FDPS-NG, GovWin, SAM.gov, GovTribe, etc.) to build an outreach list of current & prospective partners & customers.

### **Graduate Assistant: Web Content Specialist; Usability Researcher**

- Responsible for ensuring web accessibility & WCAG 2.0 compliance, usability testing, & communications for 14 websites for the College of Liberal Arts
- Conducted approximately 150 user research tests (card sorting activities & participant interviews) with students across Auburn University's campus to better understand how real-life site users interact with CLA's website. (Data and insights discovered from these user research tests were used as the foundation of CLA's large-scale website redesign project)
- Condensed & re-organized all website content to increase SEO results, potential student engagement, & student enrollment
- Created training packets & website audit reports for departments & hosted presentations/meetings with stakeholders & department heads, successfully navigating conversations for website changes while remaining diplomatic
- Ensured branding guidelines are implemented while executing website changes.

---

Auburn University  
Division of Student Affairs  
Auburn, AL  
Jan. 2020 - May 2020

Auburn University  
Department of English  
Auburn, AL  
Aug. 2018 - Jan. 2019

Francis Marion University  
Florence, SC  
Sep. 2015 - May 2016

---

## RELEVANT EXPERIENCE (CONTINUED)

### Graduate Intern: Technical Writing & Web Content Strategy

- Graduate intern for Auburn University's Division of Student Affairs, specifically with the service departments of Auburn Cares & Student Conduct
- Assisted with marketing & communication efforts for each department (i.e., the annual 'Be The Creed' campaign)
- Redesigned the public-facing websites for each department & completed usability tests
- Completed technical writing tasks for each department, such as writing grants, writing/rewriting official policies, & creating flyers, pamphlets, & posters.

### Graduate Assistant: Web Content Specialist & User Experience Researcher

- Assisted Auburn University's College of Liberal Arts in updating & redesigning the Department of English's website to best recruit to prospective students
- Completed website analysis, website mapping, wireframe layouts, & usability testing
- Redesigned the Department of English's Home-Page, which went live in Jan. 2019 (<https://cla.auburn.edu/english/>).

### Junior Technical & Grant Writer

- Assisted with analyzing documents for the Belle W. Baruch Foundation, compiling the information into an Excel database, & creating tables that enhanced readability of data
- Worked with preparing an application for the Harry M. Lightsey Visiting Scholar Grant, which was accepted for approval in late 2016 and was used for scholars from Francis Marion University to continue academic research at the Belle W. Baruch Foundation.

## PROFESSIONAL SKILLS

- Strong technical editing skills with the ability to review and correct grammar, punctuation, inconsistencies in style, & spelling errors
- Ability to translate communication intent into high-quality content that will resonate with stakeholders (e.g., campaigns, brochures, one-pagers, fact sheets, newsletters, presentations, posters, case studies, etc.)
- Experienced in writing and editing technical manuals, RFP's, proposals, white papers, style guides, marketing presentations, brochures, & other complex documents
- Dedicated to thorough & accurate research, analysis, & data collection
- Proven ability to create professional, user-friendly, & accessible work (Section 508, WCAG 2.0, & Plain Language Guidelines)
- Creative with a sharp aesthetic eye for brand implementation.

## TECHNICAL SKILLS

- MS Office Suite: (Excel, Word, PowerPoint, MS Visio)
- Adobe Acrobat, FrameMaker, InDesign, Photoshop, Illustrator, Spark, XD, Premiere Rush
- Notepad++, Endnote, Snag-It, Mura, MadCap Flare
- HTML, CSS, WordPress, Google Analytics, SharePoint

## CONTACT INFORMATION



(843)-598-4510



[brandiyeanjones.com](http://brandiyeanjones.com)



[brandiyeanjones@gmail.com](mailto:brandiyeanjones@gmail.com)



[linkedin.com/in/brandiyeanjones/](https://www.linkedin.com/in/brandiyeanjones/)