

LANGSTON CARTER

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210 Morningside Dr.
Fredericksburg, VA (22401)

EXPERIENCE

FSI STRATEGIES, INC.

TYSONS CORNER, VA

Interim Communications Manager

July 2024-September 2024

- Manage social media marketing program, develop and execute strategic social media initiatives, develop social media strategy, and manage social media coordinator.
- Develop and execute public relations strategy, coordinate with Microsoft and community partners, and lead content marketing strategies.
- Coordinate directly with Microsoft in order to execute marketing events such as webinars and the FSi Copilot Roadshow.

Content Coordinator

October 2022-July 2024

- Write, edit, and publish marketing content including blogs, eBooks, marketing emails, event materials, press releases, award submissions, social media posts, and third-party articles.
- Create and manage social media strategy and content calendar.
- Work with various departments and executive leadership to effectively communicate technical information with staff and clients via email.

LIQUIBOX

RICHMOND, VA

Communications Specialist

June 2022-September 2022

- Write, develop, and execute multi-channel internal and external communications initiatives globally, including internal company newsletter, social media posts, press releases, and website articles, and more.
- Act as events coordinator for tradeshow and drive all planning, including booth messaging, reservations, and all exhibitor organizing.
- Execute website maintenance and updates, managing third-party developers and consultants.

PW PERSPECTIVE

DUMFRIES, VA

Managing Editor

February 2020-June 2022

- Write, edit, and publish online articles highlighting key issues, news stories, and opinions on current events.
- Oversee the publication's editorial activities and work with staff, contributors, elected officials, and community members to ensure that local issues are provided apt coverage.
- Provide industry insights and strategic recommendations to the publication's owner to increase readership. Manage and cultivate brand.

LEADERSHIP

FREDERICKSBURG NAACP

Youth Works Chair

January 2023-May 2024

PRINCE WILLIAM COUNTY HISTORICAL COMMISSION

At-Large Commissioner

February 2020-July 2022

AMERICAN UNIVERSITY NAACP

Health & Environment Co-Chair

November 2021-May 2022

EDUCATION

American University

BA in Public Relations & Strategic Communication

May 2022

Minor in Legal Studies

MA in Strategic Communication

Expected May 2025

TECHNICAL SKILLS

- Experienced with Microsoft Office 365 and Google Workplace.
- Proficient in campaign databases VAN, Voter List Online, and NGP.
- Experienced with social media platforms, including Facebook, Twitter, and LinkedIn.
- Conducted email campaigns via Mailchimp.
- Proficient in Photoshop and Adobe Creative Suite, Canva, and Affinity by Serif.
- Skilled in photography.
- Trained in ZoomInfo and have beginner level knowledge of Dynamics 365.

RECOGNITIONS

AMERICAN UNIVERSITY

Student Athlete Support

Program Academic Success

Award 2021

This award recognizes one student-athlete from each team whose academic performance exceeds what is required and expected of athletes at the university.

CERTIFICATIONS

MICROSOFT

Microsoft 365 Fundamentals

This certification recognizes professionals who have proven understanding of cloud concepts; Microsoft 365 apps and services; security, compliance, privacy, and trust in Microsoft 365; and Microsoft 365 pricing, licensing, and support.

CANVA

Graphic Design Essentials

This certification demonstrates fundamental knowledge of design principles, typography, color theory, and composition.