

Langston Carter

Professional Portfolio

Communications | Public Relations | Marketing



Education



AMERICAN UNIVERSITY
WASHINGTON, DC

BA - Public Relations &
Strategic Communications

Minor: Legal Studies

Graduation Date: May 2022



AMERICAN UNIVERSITY
WASHINGTON, DC

MA - Strategic Communications

Focus: Advocacy & Social Impact +
Corporate Communication & Reputation

Expected Graduation Date: May 2025

Work Experience

Employers

PW Perspective:

Managing Editor

February 2020 - June 2022

Liquibox:

Communications Specialist

June 2022 - September 2022

FSi Strategies:

Content Coordinator +

Interim Communications Manager

October 2022 - September 2024

Prince William County Government,

Office of the Chair:

Communications Director

April 2024 - Present

Clients

Idris O'Connor for Delegate

Ben Litchfield for State Senate

Idris O'Connor for Supervisor

Ridgewood Barracudas Swim Team

Projects

PW Perspective Rebranding + Website Reconstruction

In 2020, PW Perspective, an independent news start-up in Northern Virginia, underwent a rebranding for which I served as project lead. My team and I saw the website fully redesigned along with the brand. Over the course of this project, I managed a team including our web master, design specialist, an intern, and contractors in order to ensure the new site represented the company, its vision, its mission, and its newly developed brand.

I also personally redesigned the company's logo social media profile photos, and banner.

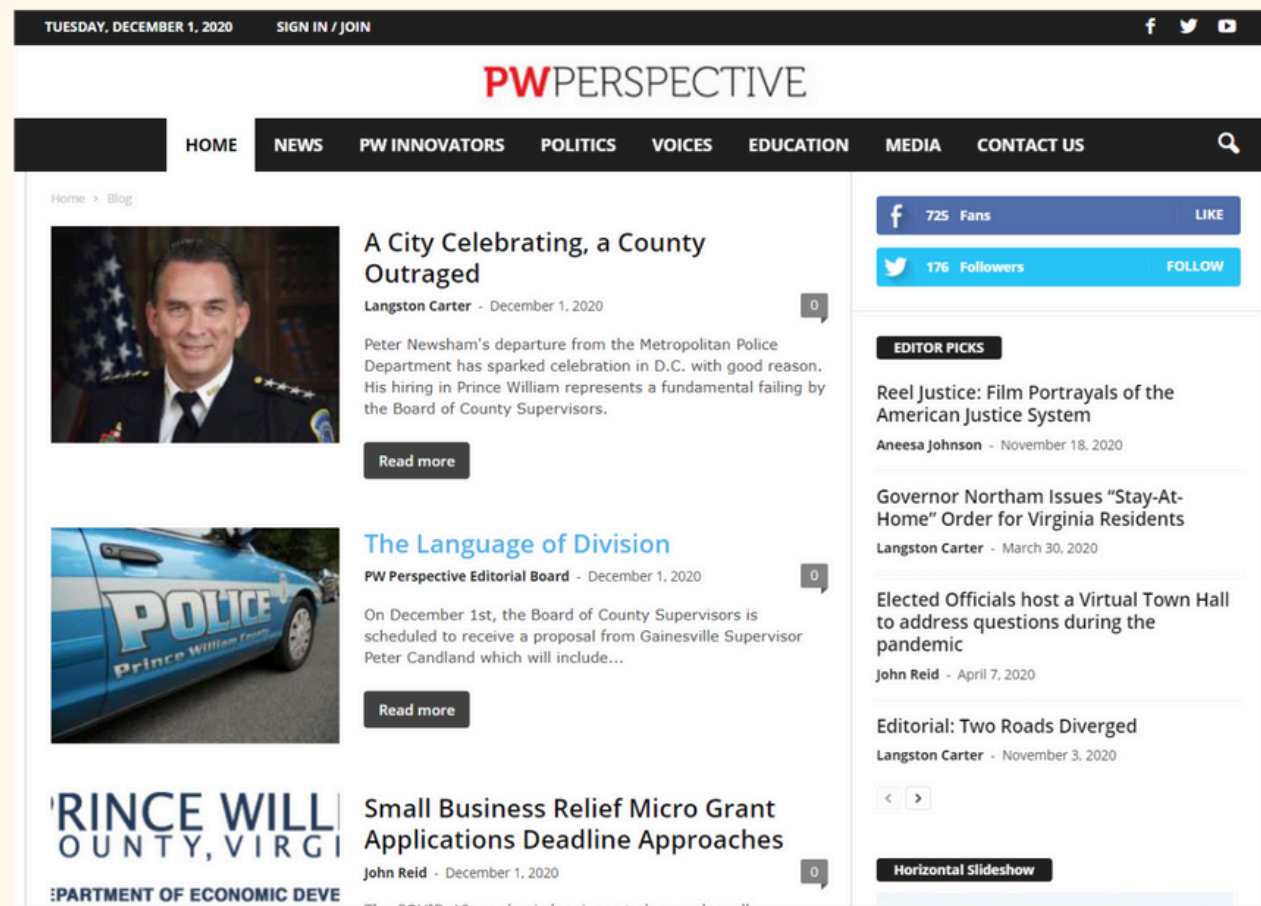
The new branding represented PW Perspective's position as an anti-racist, independent, Black-owned publication, utilizing pan-African colors to highlight its focus on Black and brown communities.

The website's new format also allowed for a more user friendly, engaging experience that drew readers in while also allowing adequate advertising space for sponsors.

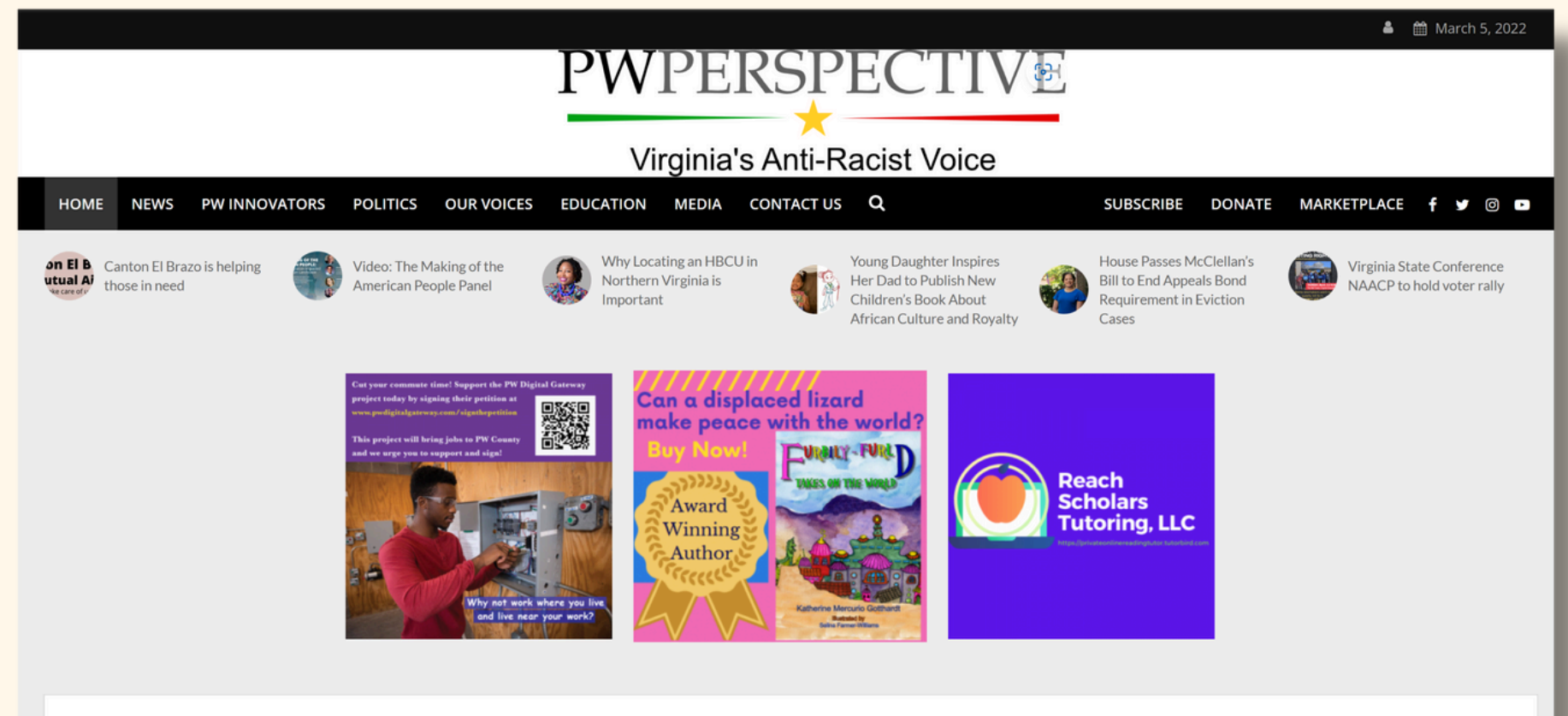
Projects

PW Perspective Rebranding + Website Reconstruction (Cont'd)

Before:



After:



Projects

PW Perspective Rebranding + Website Reconstruction

Part of the project was taking the company's old logo displayed below and developing a new concept that better represented the brand. Ultimately, I developed multiple variations that combine the brand's identity with the appearance of a more traditional outlet. This design also allowed for more color variations.

Before:



PWPERSPECTIVE

After:



PW PERSPECTIVE

Virginia's Anti-Racist Voice



PW PERSPECTIVE

Virginia's Anti-Racist Voice



PW PERSPECTIVE

Virginia's Anti-Racist Voice

Projects

FSi Strategies & Microsoft Copilot Roadshow

In May 2024, FSi Strategies announced the launch of its Microsoft Copilot Roadshow. In partnership with Microsoft, FSi announced plans to host events at Microsoft Innovation Hubs across the country in an effort to show nonprofits and associations how they could leverage Microsoft Copilot to improve workflows.



From its launch I played a key role, developing marketing materials for the event series. From June to September 2024, I served as marketing lead for the events.

Writing Samples: Blogs, Articles, & Press Releases

Blogs & Articles

- Connecting in the modern workplace
- Diversity, Inclusion, & Community Engagement
- How Learning Drives FSi's Success
- FSi Celebrates 20 Years of Innovation
- An NFL Stadium Would Hurt Our Community
- From William Tucker to Barack Obama: Black Americans Throughout US History

Press Releases

- FSi Strategies Announces Microsoft Copilot Roadshow
- Microsoft Releases Case Study Highlighting Partnership Between FSi Strategies and ICFJ
- FSi Releases Get Help app for client support
- Liquibox launches Aseptic Liqui-Sure and Aseptic Flip-N-Seal

Writing Samples: Case Studies

Written Case Studies

Author:

- A Nonprofit's Journey to Modern Work: FSi Strategies and the Latino Economic Development Center (LEDC)


Collaborator:

- International Center for Journalists promotes independent journalism with Microsoft Defender

Video Case Studies

- FSi - (Case Study) Latino Economic Development Center
- FSi - (Case Study) Union Station Redevelopment Corporation
- FSi - (Case Study) American Financial Services Association
- FSi - (Case Study) Monument Wealth Management

Writing Samples: Sales Enablement



FSi Strategies
Microsoft Solutions Partner
Modern Work Security

Communication in the Modern Workplace

Leverage the power of Microsoft Teams

Accelerate communication with Microsoft Teams.

Efficient and seamless communication is fundamental for fostering productivity and success. With the physical boundaries of the workplace changing with hybrid and remote employees, it is essential for communication tools to be device-agnostic and offer integration capabilities to accommodate employees who are constantly on the move, ensuring they can keep pace with the rapid flow of work without missing a step. Streamlining communication with Teams, Teams Rooms, and Teams Phones provides a fully integrated solution.

44% of leaders or managers blame insufficient communication for missed deadlines in the workplace.

Leverage Microsoft Teams with FSi

At FSi Strategies, we strive to help you leverage the power of cloud technologies to enhance communication in your modern workplace. Our services are centered on helping you engage your employees and accelerate productivity, and unified, seamless communication is a key part of that.

FSi can help you:

- Modernize your collaborative spaces with Teams Rooms
- Utilize Teams Meetings for voice and video conferencing
- Integrate SharePoint and OneDrive
- Integrate Devices
- Communicate instantly through Teams Chat
- Utilize Teams Phones for an improved phone system

Transform communication with FSi's Modern Work Accelerator

- Update your phone system
Microsoft Teams Phones provide a modern solution that seamlessly replaces office phones
- Modernize your collaborativespaces
Microsoft Teams can help establish a unified hub to boost communication and collaboration
- Close the in-office and remote divide.
Microsoft Teams unlocks inclusive productivity with Chat, Meetings, & Phones anytime, anywhere

Revolutionize the way you communicate in the workplace. FSi Strategies offers training and adoption, Microsoft Teams management and support, and support for Teams Voice and Rooms.

www.fsistrategies.com



FSi Strategies
Microsoft Solutions Partner
Modern Work Security

Create with Copilot for Microsoft 365

Enter the era of AI-driven productivity

Revolutionize the way you work with Copilot

AI is consistently and fundamentally changing the way we work, and Microsoft is leading the way with Copilot for M365, a virtual AI assistant strategically crafted to empower users. With features that enable the seamless automation of routine tasks and dynamic content generation, Copilot is effortlessly integrated within the Microsoft 365 environment. By efficiently harnessing Microsoft 365 resources, Copilot streamlines work processes, reduces errors, and empowers users to concentrate on high-value tasks, enhancing productivity.

70% of early copilot users say it has helped them be more productive
According to Microsoft's [Work Trend Index Special Report](#).

Discover how Copilot can transform your work

- Create with Copilot in Microsoft Word, Excel, and PowerPoint to amplify creativity
- Summarize meetings, emails, and chats to quickly see what you may have missed
- Customize your experience by using the plugins that work for you in Copilot Studio

Harness Copilot with FSi


At FSi Strategies, our Data Accelerator and Modern Work Accelerator are designed to help you drive automation, streamline processes, & enhance productivity by leveraging Copilot for Microsoft 365. Our team of experts know how to help you utilize Copilot to enhance collaboration, improve your workflow, and optimize your user experience.

FSi can help you:

- Develop Policies & Guidelines for Copilot use in your organization
- Provide you with the guidance you need with hands-on support & our Resource Portal
- Optimize your data management to maintain security & compliance
- Determine if you're ready to use Copilot with our Copilot Readiness Assessment
- Leverage AI with our Copilot Readiness Program

At FSi Strategies, our team of specialized experts has over two decades of experience helping clients leverage Modern Work technology to transform organizations. We know how to help you revolutionize your workplace with Copilot for Microsoft 365.

www.fsistrategies.com



FSi Strategies
Microsoft Solutions Partner
Modern Work Security

FSi Protect

Secure your identities, devices, & data

A harmonized approach to Modern Security

As the modern work landscape becomes increasingly complex, traditional anti-virus solutions alone are not enough to keep up with evolving security threats. Combining industry-leading cybersecurity technology with our security team's expertise, FSi Protect helps keep your organization's identities, devices, & data secure by leveraging a secure baseline to help prevent, detect, validate and disrupt cyberattacks. Now more than ever, cybersecurity requires a holistic, multi-faceted and zero-trust approach to keep your organization safe.

73% of organizations fell victim to ransomware according to Statista, and the upward trend no signs of slowing.

Discover how FSi Protect can keep you safe

- Leverage Microsoft Entra to protect identities by requiring Multi-Factor Authentication (MFA) & Conditional Access policies
- Utilize Microsoft Intune & Defender for Endpoint to update, monitor, and secure your devices
- Employ Microsoft Purview Discovery & Defender for Office 365 to identify and fortify your data

Secure your workplace with FSi

At FSi Strategies, we have helped companies manage their IT and cybersecurity for more than two decades, empowering users to work securely with Microsoft Technology. FSi Protect, which is part of FSi Total Care Managed Services, breaks the security silos to bring you a comprehensive and fully integrated solution to safeguard identities, devices, and data, providing you with peace of mind.

FSi can help you:

- Stay safe with EDR & XDR through FSi Safeguard
- Identify and disrupt emerging threats with Threat Disruption & Validation
- Fortify against scams with phishing simulations
- Understand cybersecurity risks and threats in the workplace with Security Workshops
- Protect your data with Server Management and Backup
- Monitor your network and devices with Network Monitoring & Management

With a Microsoft Solutions Partner Designation for Security & a highly trained and certified team of security experts, we have created our FSi Protect offering to help you secure your workplace.

www.fsistrategies.com

Full-sized versions of these samples are available upon request.

Writing Samples: Long-form Content



FSi Strategies
Microsoft Solutions Partner
Modern Work Security

Microsoft Copilot Readiness Checklist

AI is changing the way we work, and Microsoft is at the forefront of that change with Microsoft Copilot. Leveraging the power of Generative AI can help you increase productivity and efficiency, and with Microsoft Copilot, you can bring AI directly into your workflow through its seamless integration with Teams, Outlook, One Drive, SharePoint, and the Office 365 Suite! It's time to embark on a journey towards embracing the transformative power of Copilot. This checklist serves as your comprehensive guide, offering a structured approach to assess and prepare for adopting and deploying Copilot. From technical infrastructure considerations to security measures, customization, & ongoing monitoring, each item on this checklist is curated to empower your team for success.

Prerequisites & Licensing

- **Ensure software meets Copilot requirements:**
 - Verify that your software stack, including your operating system, aligns with Copilot's compatibility guidelines. (*Copilot for Windows requires your system to run Windows 11.*)
 - Check your licensing and settings to be Copilot ready:
 - Copilot for Microsoft 365 is available as an add-on for the following licenses: Microsoft 365 E3/E5, A3/A5 faculty, Office 365 E3/E5, Office 365 A3/A5 faculty, and Business Standard/Business Premium.
 - For a Channel Subscription, organizations must subscribe to the Current Channel or Monthly Enterprise Channel for Microsoft 365 apps.
 - You must have a Microsoft Entra ID account (formerly Azure Active Directory).
 - You must have deployed Microsoft 365 Apps either online or on your desktop.
 - If you are using Copilot in Word Online, Excel Online, and PowerPoint Online, you need to enable third-party cookies.
 - Utilize SharePoint, One-Drive, and Microsoft Teams to get the most out of Copilot.

Data

- **Enhance your data quality:**
 - Copilot will utilize data stored within OneDrive and SharePoint to assist you, so it is important to ensure your data is up to date.
 - Having a wealth of data across OneDrive, SharePoint, and Teams can help ensure you have robust suggestions from Copilot.
- **Run the Data Prep Report:**
 - Administrators can run the Data Prep Report, which provides an AI-generated summary of your data quality and assigns an overall grade.
 - This report gives you insights that can help you learn how to improve your data quality.
- **Leverage Viva Topics:**
 - Knowledge management is key to knowing what data you have, how it's organized, and where it resides.
 - Viva Topics utilizes AI to identify, process, and organize content, making it easier for Copilot to tap into this data.

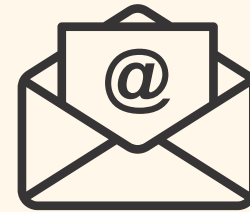
Full versions of my long-form content samples are available upon request.

Like what you see?

Contact me:



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“The future belongs to those who prepare for it today.”

- Malcolm X

Be Prepared.