

# LANGSTON CARTER

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## EXPERIENCE

### PRINCE WILLIAM COUNTY GOVERNMENT, OFFICE OF THE CHAIR

WOODBIDGE, VA

**Director of Community Engagement** November 2024-Present

- Manage the Chair's social media and contribute to and distribute biweekly newsletter in partnership with the office's communications director.
- Assist in planning and running office events including town halls, listening sessions, and outreach events.
- Coordinate constituent services to resolve challenges facing residents.

**Communications Director** April 2024-November 2024

- Collaborate with the Chief of Staff and legislative aid to compose written materials that enhance localized audience engagement.
- Develop and execute communications and digital media strategies, email campaigns, and community-centric outreach initiatives.
- Develop, write, and distribute biweekly newsletters, talking points, op-eds, and press releases.

### FSI STRATEGIES, INC.

TYSONS CORNER, VA

**Interim Communications Manager** June 2024-September 2024

- Developed and managed data-driven social media marketing program and trained and managed social media coordinator.
- Led public relations and events initiatives as well as partnerships
- Wrote and edited long-form content, oversaw all content production, and worked directly with executive leadership to develop brand messaging.
- Served as lead for events, advocacy, and diversity, equity, and inclusion working in as cross-functional, cross-department team leader.

**Content Coordinator** October 2022-June 2024

- Acted as content marketing and SEO/SEM lead. Wrote, edited, and published marketing content including blogs, website copy, eBooks, marketing emails, newsletter, and sales collateral.
- Increased social media following by over 100% by creating data-driven social media strategy and managing content calendar.
- Developed industry specific messaging for nonprofit, associations, and healthcare sectors with a focus on protecting communities and patients.

### PW PERSPECTIVE

DUMFRIES, VA

**Managing Editor** February 2020-June 2022

- Led newsroom operations, curated content, and oversaw editorial activities while collaborating with stakeholders, contributors, and community members. Developed outreach and social media plans.
- Wrote, edited, and published online articles highlighting key news stories, opinions, and current events utilizing and strategic storytelling.
- Created, managed, and cultivated publication's brand utilizing audience-first content framing, data-driven insights, and multi-platform distribution to enhance reach and engagement. Maintained website through WordPress.

## LEADERSHIP

### BRAVEN

**DSU Leadership Coach**

January 2025-Present

**FREDERICKSBURG NAACP**

**Youth Works Chair**

January 2023-May 2024

**PRINCE WILLIAM COUNTY HISTORICAL COMMISSION**

**At-Large Commissioner**

February 2020-July 2022

## EDUCATION

### AMERICAN UNIVERSITY

**Bachelor of Arts**

Public Relations &  
Strategic Communication  
May 2022

**Master of Arts**

Strategic Communication  
May 2025

## TECHNICAL SKILLS

- **Modern Work:** Microsoft Office 365; Google Workplace.
- **CRM Platforms:** Salesforce; Dynamics 365.
- **Project management:** Microsoft Planner; Asana; Monday.com.
- **Social media:** Facebook; Twitter; LinkedIn; Instagram; YouTube; TikTok.
- **Marketing & campaign automation:** HubSpot; Hootsuite; Mailchimp.
- **Design:** Adobe Creative Cloud; Canva; Affinity by Serif.
- **AI:** Microsoft Copilot; Microsoft Copilot; Azure Cognitive Services; ChatGPT.
- **Analytics:** Google Analytics 4.

## 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**

### CANVA

**Graphic Design Essentials**