

# CARLEY COLE-CAVINS

Beltsville, MD | (240) 805-0973 | [cvcavins@gmail.com](mailto:cvcavins@gmail.com) | [linkedin.com/in/carley-cavins](https://www.linkedin.com/in/carley-cavins)

## Professional Summary

Digital marketing leader with 10+ years of experience in health education campaigns and 17 years in remote environments. Expertise in multi-channel strategy, field activation, and audience journey design across web, email, social, and events. Aligns national campaigns with local execution using GA4 and Qualtrics insights to optimize performance. Developed 100+ educational assets and supported outreach reaching 4M+ individuals. Connects cross-functional teams, ensures brand consistency, and translates data into actionable improvements.

## Core Skills

- Digital Experience Strategy
- Content Strategy & Governance
- Audience Journey Mapping
- Health Education Communications
- Web & CMS Publishing
- Marketing Analytics (GA4)
- Engagement Optimization
- Campaign Content Development
- Cross-Functional Collaboration
- Stakeholder Communications
- Qualtrics Feedback Analysis
- Performance Reporting
- Plain-Language & Accessibility Editing
- Digital Program Delivery
- UTM & Link Tracking
- Partner Coordination

## Professional Experience

**Senior Marketing Manager/Project Manager (STAC®)** **01/2023 to Current**  
**Cayenne Wellness Center and Children's Foundation** **Glendale, CA**

- Directed end-to-end digital strategy for 40+ education and advocacy initiatives across web, email, social, and virtual channels, translating priorities into user-centered content and optimized calls-to-action.
- Produced and maintained 100+ plain-language, culturally responsive assets informed by community feedback; conducted content gap analyses and refreshed resources to strengthen engagement.
- Supported field marketing by localizing statewide campaigns across partners, aligning national strategy with community needs and enabling consistent execution through toolkits and messaging frameworks.
- Analyzed campaign performance using GA4 and Qualtrics; delivered reports and actionable insights to stakeholders to inform planning and optimization.
- Coordinated campaign logistics and digital delivery to support public health engagement goals.
- Leveraged AI tools to accelerate content production, synthesize complex information, and expand digital reach through video.

**Founder and Editor (Digital Content and Experience Strategy)** **05/2010 to Current**  
**Cleverly Changing, LLC** **Beltsville, MD**

- Designed and executed digital content strategies for health education initiatives serving chronic and rare disease communities.
- Guided editorial and engagement strategy using analytics and social listening to refine audience targeting and relevance.
- Built and managed 50+ strategic partnerships to expand education programs and resource distribution.

**Communications Specialist** **07/2012 to 02/2014**

**Diversity & Flexibility Alliance** **Washington, DC**

- Planned and executed communications and logistics for webinars and conferences, aligning local delivery with national campaign priorities.
- Developed press releases, newsletters, media alerts, and social content to amplify brand campaigns and increase audience reach.
- Created branded campaign assets to ensure consistent messaging across channels while supporting localized activation.
- Managed multi-platform engagement and analyzed performance data to inform outreach strategy and optimize campaign effectiveness.

## Legal Assistant

05/2007 to 04/2009

### Discovery Communications LLC

Silver Spring, MD

- Coordinated across legal, executive, and business teams to streamline communications and align workflows.
- Drafted and edited correspondence and documentation to ensure clarity, compliance, and stakeholder alignment.
- Maintained contract tracking systems and document databases to support accuracy and operational efficiency.
- Managed confidential records and administrative processes with discretion and precision.

## Additional Relevant Experience

- Columnist, Health Union (RareDisease.net, Social Health Network, Sickle-Cell.com): Developed patient-centered content aligned with national health narratives; speaker at industry conferences (Digital Pharma East, HIMSS).
- Project Manager and Co-host, Sickle Cell Caregiver Summit: Led planning and delivery of a 3-day global virtual event; coordinated 30+ speakers and engaged 1,500+ caregivers.

## Education and Credentials

### Certificate: Nonprofit Management and Leadership

08/2025 to Current

University of Maryland, College Park - School of Public Policy

### Bachelor of Arts: English, History

08/2000 to 05/2004

Southern Adventist University

## Affiliations

<ul style="list-style-type: none"><li>• NHLBI Cure Sickle Cell Community Input Panel, Board Member</li></ul>	<ul style="list-style-type: none"><li>• ASH Research Collaborative, Member</li></ul>
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## Certifications

<ul style="list-style-type: none"><li>• Social Media Marketing, HubSpot, 2025</li></ul>	<ul style="list-style-type: none"><li>• HIPAA Certified, 2021</li></ul>
<ul style="list-style-type: none"><li>• Introduction to Public Relations, 2025</li></ul>	<ul style="list-style-type: none"><li>• Certified Medical Navigator, 2021</li></ul>
<ul style="list-style-type: none"><li>• Certified Caregiving Advocate, 2025</li></ul>	<ul style="list-style-type: none"><li>• Certified Paralegal, 2006</li></ul>

## Advisory Roles

<ul style="list-style-type: none"><li>• NHLBI CureSick Community Input Panel</li></ul>	<ul style="list-style-type: none"><li>• Washington State University Type 1 Diabetes Parent CAB</li></ul>
<ul style="list-style-type: none"><li>• Parexel Patient Advisory Council</li></ul>	<ul style="list-style-type: none"><li>• American Society of Hematology CAB</li></ul>

## Speaker Moderator Experience

<ul style="list-style-type: none"><li>• National Health Council patient engagement symposium (Washington, DC)</li></ul>	<ul style="list-style-type: none"><li>• Digital Pharma East (Philadelphia, PA)</li></ul>
<ul style="list-style-type: none"><li>• HIMSS (Las Vegas, NV)</li></ul>	<ul style="list-style-type: none"><li>• Breakthrough T1D f.k.a. JDRF TypeOneNation (Rockville, MD)</li></ul>

## Awards

<ul style="list-style-type: none"><li>• Southern Adventist University Public Service, 2025</li></ul>	<ul style="list-style-type: none"><li>• Children's National Hospital Sickle Cell Education Award, 2023</li></ul>
<ul style="list-style-type: none"><li>• WEGO Health Advocating for Another, 2020</li></ul>	<ul style="list-style-type: none"><li>• Bronze Congressional Award, 2006</li></ul>
<ul style="list-style-type: none"><li>• Social Health Network Caregiver Champion, 2022</li></ul>	

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## Professional References

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### **Mary Alcocer, MSc**

*Program Manager, Cayenne Wellness Center*

**Phone:** (626) 275-8838 | **Email:** [mary@cayennewellness.org](mailto:mary@cayennewellness.org)

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### **Tiffany Turner, LMFT**

*Colleague, Cayenne Wellness Center*

**Phone:** 714-473-7713 | **Email:** [tiffany@urworthytherapy.com](mailto:tiffany@urworthytherapy.com)

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### **Heather Avant**

*Former Chair, NHLBI Community Input Panel*

**Phone:** +1 (734) 945-3716 | **Email:** [HEATHER.LAVANT@GMAIL.COM](mailto:HEATHER.LAVANT@GMAIL.COM)

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*References available upon request*