MARLA K. SHAIVITZ

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Solutions-driven and technically-sophisticated strategist with proven success in orchestrating and implementing comprehensive digital transformation strategies to foster innovation and improve operational efficiencies.

Highly accomplished, action-oriented, and strategic leader with 20+ years of experience driving digital innovation and optimizing processes to maximize business impact. An intuitive executive with sharp business and technical acumen, skilled at building and maintaining strong relationships with key stakeholders, including executive teams, to champion digital initiatives and secure buy-in for strategic projects. Proven capabilities in overseeing the selection, integration, and deployment of digital tools, platforms, and technologies to streamline operations and enhance customer engagement. Passionate for fostering a data-driven culture across the organization, ensuring real-time access to information for informed decision-making.

An exceptional people leader with extensive experience in leading and empowering teams to foster a culture of digital innovation, collaboration, and agility across all business units. An engaging leader with strong skills in driving employee training and development programs focused on digital literacy and new technologies to empower staff in adopting digital solutions.

Leadership Impact

→ Managed and contributed to health communication initiatives through effective resource alignment and budget oversight.
→ Steered web transformation efforts by collaborating with academic experts to integrate advanced technologies, inspire researchers to expand their use of AI tools, and operationalize innovative digital strategies within global health programs.
→ Led the development of a COVID-19 data visualization project to track and analyze knowledge, attitudes, and behaviors around the pandemic.

Professional Experience

Johns Hopkins Center for Communication Programs | Baltimore, MD | 2013 – Present
A leading organization within the Bloomberg School of Public Health, transforming global health outcomes through impactful communication strategies for over 30 years.

Director of Digital Strategy / Senior Program Officer II (Promoted) | 2018 – Present
Spearhead the development and execution of multiple digital strategies aimed at both advancing project success across various global health initiatives and enhancing the center's internal capabilities to achieve its mission. Instrumental in ensuring impactful programmatic communication across high-profile events and global conferences, while successfully managing external communication teams to elevate brand presence. Manage and empower five direct reports and cultivate a culture of collaboration, teamwork, and excellence. Advocate for team visibility, educate organizational leadership on the team's role, secure proper representation on the organization chart, and keep staff updated on critical technological advancements, including AI learning tools.

→ Reshaped organizational and project strategies and drove business development efforts by applying cutting-edge design thinking principles and representing the Johns Hopkins Center for Communication Programs at international conferences and speaking events.
→ Accelerated team performance and cross-functional collaboration by mentoring and empowering IT and program staff on advanced digital topics, including analytics, online communities, AI/machine learning, and emerging digital tools, while fostering a Digital Community of Practice within the organization.
→ Delivered complex digital solutions by overseeing the development and management of sophisticated digital products, websites, and data systems, while optimizing compliance with the highest accessibility standards (Section 508, ADA, W3C WCAG 2.0).
→ Presented innovative findings and data visualization work at international conferences, which helped in elevating the organization's thought leadership in public health technologies.

Digital Communications Manager | 2013 – 2018
Transformed the organization's digital presence and positioned it as a leader in digital health communication by leading web development, content creation, and vendor management initiatives. Trained and mentored team members to expand internal capabilities and control outsourcing costs. Reduced reliance on external vendors by creating a sustainable tech infrastructure for the organization.

→ Enhanced global awareness for malaria prevention by advocating for and co-developing the mosquito emoji (now globally adopted), amplifying digital advocacy efforts, and creating a visual touchpoint for malaria and other mosquito-borne illnesses. Media coverage appeared in NPR, LA Times, Wired, BBC News and other publications.

→ Elevated the organization's digital footprint by overseeing SEO, email marketing, and social media strategy, which boosted engagement across multiple USAID-funded communication channels.

→ Delivered data-driven digital outreach strategies, including the creation of original content, data visualizations, and multimedia resources, which enhanced project visibility and outreach for USAID's Health Communication Capacity Collaborative.

→ Headed the digital dissemination of high-impact health communication resources, including toolkits, webinars, reports, and infographics, which helped in ensuring targeted delivery and increasing stakeholder engagement.

→ Propelled the adoption of advanced analytics, which helped in transforming the use of data to refine content marketing strategies, leading to informed decision-making around web traffic, social media engagement, and user behavior.

→ Played an integral role in uplifting event impact and audience interaction by implementing cutting-edge technology solutions for international conferences, leveraging platforms to support large-scale social media summits in Ethiopia, Indonesia, and Morocco.

→ Co-developed and launched an iOS and Android app in iTunes and Google Play to extend the organization's digital reach, which enabled more accessible engagement with key health communication initiatives.

> "Marla is a forward-thinking leader, both in terms of technology and management. She is strategic in all that she does, whether it's evaluating new AI tools or considering staffing for a complex project. She is a true problem solver, from writing custom code to improve a website, to overhauling internal knowledge management systems. Through these processes Marla is a true team player- she can design and guide the plan, but is also happy to contribute heavily to the nitty-gritty of implementation."
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> **Prior Feedback**

Roadnet Technologies | Baltimore, MD | 2013
Subsequently acquired by another company, it was a leading provider of vehicle routing, scheduling, and transportation management solutions.

Marketing Manager Digital Media

Maximized ROI on paid marketing campaigns, leveraging quarterly budgets to drive SEO, PPC, and social media programs. Provided strategic direction for digital initiatives and worked with cross-functional teams to execute tactical plans that enhanced brand positioning and communicated the company's value proposition through the web.

→ Optimized lead capture and conversion rates through the content marketing plan, in line with the SEO strategy.

→ Supported digital strategy by identifying inefficiencies in the company's web platform and persuading decision-makers to adopt more integrated, customer-centric solutions aligned with business growth objectives.

→ Strengthened underperforming web assets by optimizing blog posts and integrating them into the company's digital ecosystem, resulting in improved SEO performance.

Tech.co | Baltimore, MD | 2010 – 2012
Empowering startups and entrepreneurs by amplifying local tech communities through media and events since 2006.

Contributing Writer

→ Amplified the visibility of emerging tech leaders by producing long-form interviews with CEOs and entrepreneurs.

→ Positioned growing startups for success by writing in-depth profiles that captured the entrepreneurial spirit and cutting-edge technology of early-stage companies, such as Yummly, Mighty Nest, Mention, Dot Loop, and AlchemyAPI (Acquired by IBM).

→ Expanded tech ecosystem knowledge by researching and writing weekly articles on emerging startups, offering insights into innovative business models and solutions.

ADDITIONAL ROLES: **Web Technology Director, The Horizon Foundation | Internet Strategy Consultant, Ellipsis Partners, LLC | Public Relations Manager, Kennedy Krieger Institute | Public Relations Coordinator, National Aquarium in Baltimore**

Education & Credentials

Bachelor of Arts, Communication, State University of New York College at Geneseo

Master of Liberal Arts, Johns Hopkins University

Certificate in Design Thinking, Johns Hopkins Carey Business School (Ongoing)

Technical Proficiencies: HTML | CSS | XML | Dreamweaver | Photoshop | Illustrator | Adobe Acrobat | InDesign | Google Analytics | Google Looker Studio | WordPress | Joomla | Drupal | HubSpot | DHIS2 | RStudio | PowerBI | Tableau | DataWrapper | SproutSocial | Sprinklr | Hootsuite | ChatGPT and other AI Tools