



* ELLIE WILSON

CREATIVE BRAND MANAGER

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EXPERIENCE

Virginia Department of Health, State Office of Rural Health (VASORH)

Public Relations Specialist | February 2020 - Present

- Fostered connections between rural communities and a state agency, the Virginia Department of Health.
- Analyzed the needs and challenges of Virginia's rural communities and helped develop an engagement strategy incorporating the unique strengths of each community to increase trust of public health interventions.
- Provided leadership in the implementation of the Agency's COVID-19 communications strategy to target and mitigate vaccine hesitancy within rural communities.
- Managed high priority initiatives aimed at strengthening Agency engagement with rural communities.
 - Examples include management and development of the Virginia Rural Health Plan, Rural Virginia Photo Contest, and the Agency's Statewide Community Calendar.
- Developed and distributed community outreach materials by email, Agency website, and social media to rural health providers, organizations, and residents.
 - Examples include monthly newsletters, flyers, infographic reports, and videos.
- Supervised the staff person responsible for producing monthly Rural Health Policy Briefs.

Virginia Department of Health Professions

Communications Intern | June 2019 - August 2019

- Collaborated with the Director of Communications to meet the external relations needs of 13 health regulatory boards and three agency programs.
- Promoted a positive image for the organization by promptly and efficiently responding to daily press inquiries.
- Authored concise weekly briefs highlighting agency updates and current events for the Governor's Office, ensuring clear and timely information dissemination.

PRESENTATIONS

SORH Social Media: It Takes a Team

- National Organization of State Offices of Rural Health (NOSORH) Annual Meeting 2022
- Topic: Virginia State Office of Rural Health's development and implementation of a successful social media strategy

EDUCATION

Brandcenter at VCU | May 2025

Master of Science in Business
Concentration: Creative Brand Management
GPA: 4.0

University of Virginia | May 2020

Bachelors of Arts
Major: Media Studies
Concentration: Media Policy & Ethics

SKILLS

Research & Competitive Analysis
Brand Strategy & Positioning
Creative Briefs
Building & Presenting Client Pitches
Project Management
Leading Multidisciplinary Teams
Storytelling

TOOLS

Adobe Creative Suite
Microsoft Office
Tableau
WebHarvy

HOBBIES & INTERESTS

- Wandering grocery store aisles
- Teaching myself how to sew
- Solving sudoku puzzles
- Ask me about...
 - Bravo's Real Housewives