
Elizabeth Carpenter

STRATEGIC MARKETING & COMMUNICATIONS

Falls Church, VA | elizabethccarpenter@gmail.com
iiseliz.com | linkedin.com/in/eccarpenter

Marketing and communications leader with 14 years across federal technology, aerospace, and agency environments. Leads positioning, content programs, executive reporting, and cross-functional delivery. Combines research and measurement with hands-on writing and creative direction. MBA and Prosci Certified Change Practitioner.

LEADERSHIP & EXPERTISE

Channel and editorial ownership | Executive stakeholder management | Campaign and account direction | Vendor and creative coordination | Budget and workflow management | Sales enablement | Internal and change communications

PROFESSIONAL EXPERIENCE

Marketing and Communications Manager

Federal Technology Company, Reston, VA | May 2026 - September 2026

- Owned corporate LinkedIn, the employee intranet, and assigned website sections for a federal IT and cybersecurity business formed from five legacy brands. Set content priorities, positioning, and the editorial calendar.
- Published 24 organic LinkedIn posts that recorded 25,142 impressions and 1,920 content clicks. Posts dated May 28-August 10, 2026; totals from the August 13 export snapshot.
- Audited 13 competitors and 78 website pages, producing a 126-row evidence base and identifying four live website defects that were corrected.
- Developed capabilities and past-performance decks for federal business development. Identified and retired more than 20 outdated records before customer use.
- Established a marketing fact book and intake standard. Worked with product and executive reviewers on source validation, and used monthly channel reporting to guide publishing priorities.

Senior Director

Refuel Agency, Remote | January 2025 - April 2026

- Led a healthcare services client relationship across positioning, campaign strategy, trade-show programs, and executive reporting. Coordinated client leaders with creative, media, analytics, and event teams.
- Built weekly executive scorecards connecting acquisition costs, monthly pacing, channel performance, and funnel gaps for client executives and two board directors.
- Recommended distinct go-to-market strategies for consumer and employer audiences. Led trade-show planning, booth operations, field-team coaching, lead capture, and post-event recommendations.

Elizabeth Carpenter

PROFESSIONAL EXPERIENCE, CONTINUED

Account Director

The Cyphers Agency, Columbia, MD | 2023 - January 2025

- Directed integrated client accounts across strategy, creative production, budgets, and stakeholder approvals.

Founder and Principal Consultant

Eclare Works LLC | October - December 2022; August - December 2020

- Delivered project-based marketing and communications consulting between full-time roles, covering brand, content, and campaign work.

Alumni Engagement and Communications Manager

U.S. Naval Academy Alumni Association, Annapolis, MD | January 2021 - September 2022

- Built an engagement system alongside the existing Blackbaud environment to support alumni communications and data operations.
- Built and ran a national alumni career-conference operation, including program communications and event delivery.

Enterprise Communications Manager

Collins Aerospace, formerly Rockwell Collins and ARINC | September 2012 - July 2020

- Delivered internal, executive, and change communications across the ARINC, Rockwell Collins, and Collins Aerospace transitions.
- Led enterprise communications through the United Technologies-Rockwell Collins merger, which closed in November 2018. The \$30B transaction describes the business context.

EDUCATION & CREDENTIALS

Master of Business Administration, University of Maryland

Bachelor of Arts, Journalism, University of Maine

Prosci Certified Change Practitioner | PRSA Crisis Communications Certificate

U.S. citizen; security clearance eligible

SELECTED TOOLS

HubSpot, Google Analytics, Google Ads, Looker Studio, SEMrush, LinkedIn analytics, Adobe Creative Cloud, Canva, Microsoft 365, SharePoint, WordPress, Simpplr, Asana, and Monday.com.

COMMUNITY LEADERSHIP

Communications Director and Board Member, Hospice Cup

2022 - Present

Public portfolio edition. Selected employer and client names are anonymized.