

Brandon Washington's Executive Project Leadership Process

Digital Communications Specialist | Enrollment Management | East Texas A&M University

1. Discovery & Strategy

"Every project began with understanding the business objective."

- Met with executive leadership and department stakeholders.
- Identified project goals, audience, timeline, deliverables, and success metrics.
- Built the overall communications strategy.

Leadership: Facilitated planning meetings and aligned multiple departments around one communication plan.

2. Audience & Communication Planning

"Next, I developed the communication journey."

- Identified audience segments.
- Determined communication channels.
- Built CRM segmentation and communication schedules.

Leadership: Ensured Admissions, Financial Aid, Registrar, and other departments were communicating consistently throughout the student journey.

3. Creative Development

"Then I led the creative process."

For every campaign I developed:

- Messaging
- Copywriting
- Graphic design direction
- Photography
- Video
- Print pieces
- Social media content
- Landing pages

Leadership: Directed creative assets while ensuring everything reflected the university brand.

4. Multi-Channel Production

"Once creative was approved, I coordinated production across every communication platform."

Email Campaigns

- HTML emails
- CRM automation
- Testing
- Scheduling

Social Media

- Graphics
- Photography
- Videos
- Captions
- Content calendars

Print

- Postcards
- Letters
- Brochures
- Event materials
- Banners

Digital

- Landing pages
- Website updates
- Digital ads
- Campus digital signage
- Event registration pages

Leadership: Managed production across every platform to create one integrated campaign.

5. Cross-Department Collaboration

"Communication was critical throughout the project."

Worked with:

- Admissions
- Financial Aid
- Registrar
- Money Management Center
- Academic Colleges
- Alumni
- Marketing
- Executive Leadership

Held regular project meetings to gather feedback, solve issues, and keep projects moving.

Leadership: Served as the communications project manager connecting every department.

6. Quality Assurance & Launch

"Before launch, I verified every detail."

Reviewed:

- Branding
- Grammar
- Accessibility
- CRM functionality
- Links
- Audience lists
- Scheduling
- Final approvals

Then coordinated launch across all platforms simultaneously.

Leadership: Owned the final quality review before projects went live.

7. Analytics & Continuous Improvement

"After launch, I measured results."

Tracked:

- Email performance
- Website traffic
- Event registrations
- Social engagement

- Enrollment conversions
- Campaign ROI

Shared analytics with leadership and used the data to improve future campaigns.

Leadership: Turned campaign performance into actionable recommendations for continuous improvement.