

Nicole Blanton

Digital Marketing & Strategic Communications Leader

NicoleBlanton.com

SUMMARY

Digital marketing and strategic communications leader with 10+ years of experience developing integrated campaigns, content strategies, and audience engagement initiatives across nonprofit, public health, and academic organizations. Experienced in leading digital content strategy across email, web, social media, and other digital channels, translating organizational priorities into audience-centered campaigns and measurable results. Skilled in editorial leadership, cross-functional collaboration, strategic storytelling, and data-informed content optimization.

CORE EXPERTISE

Digital Marketing Strategy • Strategic Communications • Integrated Marketing Campaigns • Content Strategy • Editorial Planning • Audience Engagement • Email Marketing • Website Content • Social Media • SEO • Analytics & Performance Reporting • Campaign Optimization • Executive Communications • Thought Leadership • CMS & Project Management: WordPress • Drupal • Trello • Asana

EXPERIENCE

Alliance for a Healthier Generation

Associate Director, Digital Marketing | Aug 2026 – Present

- Direct organizational digital marketing and content strategy, translating enterprise priorities into integrated campaigns and audience-centered content across email, website, social media, and other digital channels.
- Lead the editorial strategy and annual content calendar, prioritizing content across organizational initiatives, fundraising, partnerships, learning initiatives, thought leadership, and audience engagement.
- Develop, execute, and optimize integrated digital marketing campaigns, using audience insights and performance data to maximize reach, engagement, and conversion.
- Lead content development and channel management across web, email, social media, and digital engagement platforms, ensuring alignment with brand standards, accessibility requirements, and audience needs.
- Analyze campaign and channel performance and translate insights into recommendations for Marketing & Communications leadership and stakeholders; coordinate content production with internal teams and external agency partners.

Manager, Culturally Responsive Communications | Nov 2021 – Aug 2026

- Directed messaging and rollout of Healthier Generation's national vaccination market research study, achieving 48.6 million media impressions and engaging more than 1,300 participants through live virtual events.
- Led national communications campaigns and organization-wide initiatives supporting brand visibility, audience engagement, thought leadership, and corporate partnerships, including Merck, CVS Health Foundation, Labcorp, and Novo Nordisk.
- Directed Healthier Generation's 20th Anniversary Impact Report, shaping narrative strategy, executive messaging, and cross-functional collaboration.
- Led media relations, executive visibility, and thought leadership initiatives for national and local audiences.
- Directed editorial strategy for the Healthier Generation Blog, developing impact stories highlighting program outcomes, partner contributions, and community voices while using analytics to optimize engagement.
- Developed strategic messaging and storytelling supporting fundraising campaigns, corporate partnerships, grant-related communications, and public health initiatives.

Women of Renewable Industries and Sustainable Energy (WRISE)

Marketing and Communications Consultant (Contract, Part-Time) | March 2026 – Present

- Lead editorial planning and digital content strategy across social media, email communications, and program promotion.
- Develop executive communications, strategic messaging, and thought leadership content supporting organizational priorities and industry engagement.
- Lead integrated communications campaigns for programs, partnerships, events, and organizational initiatives.

Baylor College of Medicine

Senior Communications Associate / Specialist | Oct 2019 – Nov 2021

- Directed editorial planning and content production across institutional platforms, aligning messaging with leadership priorities.
- Led communications during COVID-19 and Hurricane Harvey, delivering timely information across web, social, and internal channels.
- Led development and implementation of a college-wide intranet serving 16,000+ users, improving access to information and internal communication workflows.
- Coordinated cross-departmental teams to produce high-impact digital and internal content.

Communications Writer | Jan 2016 – Oct 2019

- Launched and scaled the Baylor Blog Network, increasing site views 25% and unique visitors 50% in its first year.
- Managed content planning across social, web, and digital platforms.
- Developed content standards for distributed contributors, improving consistency and quality.
- Led web content optimization and social media planning across Facebook, Twitter, LinkedIn, and Instagram.
- Received the Association of American Medical Colleges 2017 Award for Excellence in the “Shoestring” category for the Healthy Habits blog series.

University of Houston - Office of Sustainability

Outreach Projects Coordinator (Contract) | Oct 2015 – Jan 2016

- Supervised student staff and coordinated events and communications initiatives.
- Tracked engagement metrics to optimize outreach strategies.

Communications Assistant | Jan 2013 – Sept 2015

- Managed the UH Sustainability Blog and social media strategy, increasing readership, visibility, and engagement.
- Developed email marketing campaigns and tracked performance metrics to optimize communications.

EDUCATION

University of Houston — Main Campus

Bachelor of Arts, Communication-Broadcast Journalism | Minor in Political Science