

# BERNETTA REESE

M.B.A. Candidate | @BernettaReese

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## EXECUTIVE SUMMARY

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Highly effective, strategic leader with proven track record leading organizations and diverse teams and over a decade of experience enabling agencies to achieve mission success, improve rankings, positively engage stakeholders, implement new programs, attain cost-savings, and deliver award-winning results.

Strategic Communications • Strategic Planning • Public Engagement • Digital Strategy • Technology Innovation • Program and Project Management • Data-Driven Decision Making • Process Improvement

### Major Achievements:

- **Military Justice:** Led the design and launch of a new Military Justice case management system with in-house solutions and approximately \$16 million+ in cost savings.
- **@USAttorneys and Digital Modernization:** Launched [@USAttorneys](#) official account on Twitter, modernized digital communications, doubled engagement, and increased followers across all USAO platforms.
- **Redesign of USDA.gov:** Directed a multi-faceted team through the redesign of usda.gov resulting in a historic rank among the Top 20 federal websites.
- **Federal Women Lead:** Spearheaded OPM's 2016 [#FedWomenLead](#) public digital campaign leading to over 9.5 million impressions via Twitter with national and global engagement.
- **Leadership and Public Engagement:** Competitively chosen by the White House Office of Science and Technology Policy to lead America's first-ever [Federal Crowdsourcing and Citizen Science Toolkit](#)—with over 6 million impressions as a top U.S. trend during launch.

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## PROFESSIONAL EXPERIENCE

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### President and CEO, B.Reese Enterprises

Maryland • 2021 – Present

- Provide digital management and consultation on websites, social media, multimedia, content, and design.
- Oversee and direct multiple concurrent programs and projects, and implementations of technologies.
- Manage contract and service requirements, deliverables, reporting, and resources.

### Knowledge Management and Project Director, U.S. Department of Defense

Pentagon • 2019 – 2021

- Directed staff and led joint military and government personnel and cross-functional teams through the design, development, and launch of a new military justice system for three military branches.
- Conducted executive leadership briefings and facilitated communications across military branches.
- Led the development of enterprise-wide roadmaps, strategies, recommendations, and launch plans, and provided oversight of project technology, information systems, development, and help desk operations.

### Digital Communications Manager, U.S. Department of Justice

Washington, D.C. • 2019

- Advised executive staff, senior officials, and 94 United States Attorneys' Offices nationwide.
- Led daily messaging for web and social media, designed graphics, directed strategies, analyzed issues and weaknesses, and recommended changes in digital programs and policies nationwide.
- Conducted liaison with DOJ Public Affairs, federal law enforcement officials, U.S. Attorneys, Assistant U.S. Attorney, and Public Information Officers across the nation.

### **Digital Manager and Project Manager, U.S. Department of Agriculture**

Washington, D.C. • 2010 – 2019

- Led 30+ agencies and offices and department-wide coordination as Chair of USDA’s Digital Council and led daily web operations and staff workflow for USDA.gov.
- Engaged with USDA leadership and stakeholders throughout the Department and represented the Department to the news media and public stakeholders as USDA’s digital spokesperson.
- Managed department-wide enterprise projects, new initiatives, contracts, and implementation of new technology and digital services.

### **Acting Digital Director, U.S. Office of Personnel Management**

Washington, D.C. • 2015 to 2016 (Detail)

- Directed OPM’s digital program and public-facing channels, and web projects and messaging campaigns.
- Advised OPM’s Director and senior leadership team on transition efforts and execution.
- Developed communications plans and provided live digital coverage during events.

### **Open Innovation Team Lead and Project Manager, The White House, Executive Office of the President**

Washington, D.C. • 2015 (Detail)

- Directed a team of writers, editors, web developers and designers, and accessibility specialists.
- Conducted executive leadership and team briefings at the White House and established partnerships with federal agencies.
- Led the creation of personas, user stories, wire frames, prototypes and design mockups, graphic design, usability techniques, color schemes, site themes, plain language, and responsive design.

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## **COMMUNITY LEADERSHIP AND ENGAGEMENT**

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### **Digital Media, The White House, General Services Administration, U.S. Department of State, and NASA**

Washington, D.C. • 2013 – 2015

- One of 60 guests selected to provide live social media coverage of the President Obama’s 2014 and 2015 State of the Union event from the White House.
- Appointed to serve on GSA’s 2015 DigitalGov Summit Board and as virtual livestream host and spokesperson—attracted 1,200+ registrants and trended nationwide across the U.S. on social media.
- Appointed as one of 10 social media guests to provide live in-person coverage and amplification of the 2014 “Our Ocean” Conference with the Secretary of State and representatives from nearly 90 countries.
- Selected to join the National Aeronautics and Space Administration’s social media team and news media to provide live in-person coverage for the 2013 Antares/Cygnus mission to the International Space Station.

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## **EDUCATION AND AFFILIATIONS**

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**Master of Business Administration Candidate**, University of Maryland Global Campus

**Bachelor of Science, Digital Media & Web Technology**, University of Maryland Global Campus

**Social Media Marketing Professional Certification**, Hootsuite Academy

**Webmaster Certification**, Prince George’s Community College

**Digital Analytics Certification**, GSA Digital Analytics Program

**Contracting Officer’s Representative Certification**, Federal Acquisition Institute

Alumni Advisory Board, University of Maryland Global Campus, March 2022 – Present

Executive Board, Vice President, University System of Maryland Student Council, July 2020 – June 2021

Executive Chair, University of Maryland Global Campus Student Council, January 2020 – February 2021

Appointed Board, Association for Federal Information Resources Management, July 2017 – March 2019

NextGen Leadership Advisory Board, Young Government Leaders and GovLoop, May 2016 – March 2019

Nextgov Prime Advisory Board, Government Executive, May 2015 – September 2015