

# BEN ORTON-VIPOND, MPH, PMP

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Communications director with agency and government affairs experience driven by helping others and achieving impact | 13 years' experience in digital and traditional marketing and communications with focuses on audience engagement, awareness building, and behavior change | PMP-certified project director who leads multimillion-dollar, multi-year projects for government, commercial, and nonprofit clients | Skilled at building and growing project teams and liaising with external partners

## EXPERIENCE

### GLOBAL HEALTH ADVOCACY INCUBATOR

DIRECTOR, COMMUNICATIONS (APRIL 2024-PRESENT)

ASSOCIATE DIRECTOR, COMMUNICATIONS (FEBRUARY 2022-APRIL 2024)

- Creates and executes strategic communications plans that span digital and traditional channels, including social media and online publications.
- Leads government affairs and communications campaigns, including a 2022 campaign that resulted in major policy reform.
- Manages multiple media relations vendors, secures press coverage for program activities and events, and develops talking points to prepare program spokespersons for interviews.
- Proactively maintains relationships with journalists from prominent outlets including the New York Times, Wall Street Journal, and Politico to secure press coverage, resulting in more than 19 million impressions for program communications.
- Develops editorial and quality control measures for all program materials, including partner toolkits and performance reports to internal stakeholders.

### REINGOLD, INC.

DIRECTOR (JULY 2019-FEBRUARY 2022)

SENIOR COMMUNICATIONS ASSOCIATE (JULY 2016-JULY 2019)

COMMUNICATIONS ASSOCIATE (JULY 2012-JULY 2016)

SEO INTERN (MAY 2011-JULY 2012)

- Led high profile marketing and communications projects for clients such as the U.S. Department of Veterans Affairs (VA), the National Football League (NFL) and the National Basketball Association (NBA).
- Created tailored marketing and communications strategies for campaigns targeting the public and specialized audiences.
- Managed labor and media placement budgets upwards of \$10,000,000 for teams of 15+ members and subcontractors on federal, state, and commercial contracts.
- Supervised, mentored, and provided annual evaluations to four junior staff members.
- Produced 10 video shoots, 200+ testimonials and public service announcements, and 100+ videos optimized for digital channels.
- Managed satellite media tours, and coordinated targeted television, radio, and online distribution in local markets for state government campaigns.

## EDUCATION

DECEMBER 2015

**MASTER OF PUBLIC HEALTH**, GEORGE WASHINGTON UNIVERSITY

- **Concentration:** Public Health Communications and Marketing

MAY 2012

**BACHELOR OF ARTS**, GEORGE WASHINGTON UNIVERSITY

- **Major:** Psychology

## SKILLS

- Cause-based marketing and communications
- Digital content strategy for:
  - Websites: Drupal, WordPress
  - Social media: Facebook, Twitter, Instagram, Snapchat, YouTube
  - Advertising platforms: Google Ads, Facebook, digital and satellite radio
  - Email: Mailchimp
- Project management
- Campaign reporting and optimization
- Creative branding and development
- Finance tracking and budget forecasting
- Staff development and mentoring
- Media relations and monitoring
- Internal communications

## SAMPLES AND RESULTS

- **Work Samples**
  - [Amid the pandemic, helping the NBA get back to playing basketball](#)
    - After developing relationships with NBA Player Development and NBA Total Wellness, my client reached out to me with an urgent need — to develop a communications campaign that would help keep NBA and WNBA players safe from COVID-19 while they restarted play. I led a small, nimble team of writers and designers to create strategic, branded videos that taught players the ways to stay safe while the league got back to basketball.
  - [In Search of Relief, Doug Found a New Problem: Addiction](#)
    - VA's Make the Connection campaign has a rich library of more than 800 videos of real Veterans telling their stories of mental health and recovery. I wrote this post about one of the videos as a "launch post" for a new blog, which was created to transcribe key content and themes from video to improve search traffic to our website.
- **Results**
  - Videos for Social Media
    - In 2017, I developed a strategy to create "cutdown" versions of the videos collected for VA's Make the Connection campaign. These new videos adhered to established and emerging conventions for online video viewing (e.g., vertical, open-captioned). By 2018, these were our top-performing videos online, with one video garnering more than **500,000 views to completion**.
  - Organic Social Media Growth
    - I created the Overdose Prevention Initiative's Twitter channel, written content, and graphic design approach. The account relies completely on organic results, and within a year I grew our impressions from 635 to 13,300 — a nearly **2,000% increase**.