

# Web Feet Communications



## Website Designer and Owner Biography

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### Recommendations for Angela:

**Communications Officer, NC Department of Transportation** "Angela is highly-skilled at seeing the big picture as well as the needs of smaller organizations within the public relations arena. She is an excellent writer and communicator and I intend to employ her to help "brand" the small business I've begun."

December 12, 2013 Sondra Artis, Outreach and Communications, North Carolina Department of Transportation, worked directly with Angela at NC Department of Transportation.

**Director of Marketing and Communications, Preservation North Carolina** "Angela is a wonderful, very reliable, efficient, and hard working person. She performed research into different areas of communications, marketing, and event planning that kept costs down and quality high!"

October 2, 2009 Melanie Paul, President, Business Alliance of NC, worked directly with Angela at Preservation North Carolina.

**Accounting Assistant, NC Bar Association** "Angela was a very detailed and conscientious person when she worked in accounting at the North Carolina Bar Association. She worked very hard and met her deadlines. Her work ethics were above and beyond our expectations. She was very pleasant to work with."

August 17, 2009, Ruby Hawkins, Administrative Assistant, NC Bar Association, Ruby worked with Angela at North Carolina Bar Association.

### Professional Affiliations:

Public Relations Society of America (PRSA), 2006-2023  
BNI Alliance Laurel 2019-2023  
National Association of Professional Women (NAPW), 2013- 2016  
Prince George's County Chamber of Commerce, 2014-2017

### Professional Awards and Acknowledgements:

National Association of Professional Women, VIP Woman of the Year 2013-2014  
Women of Distinction Magazine, Feature article, April 2015  
Clinton Best in Business Award (Marketing), 2015-2107  
International Marcom Professional Award, 2018  
Hermes Creative Award, 2021

### Work History:

#### **Website Designer and Owner, Web Feet Communications**

Communications Company for Small business, Nonprofit, and Individual

- Website Design and Development and Website Support
- Technical Writing
- Marketing and Communications Strategic Planning

### **Communications Officer North Carolina Department of Transportation**

Transportation/Trucking/Railroad Industry

- Researched and wrote briefing memos and speeches for the Secretary of the NC Department of Transportation and other key personnel;
- Wrote and disseminated news releases for the statewide department;
- Scheduled media availability sessions for the Secretary and other department personnel;
- Editor for the monthly employee newsletter;

### **Director of Marketing Communications Preservation North Carolina**

Principal Administrator for the statewide organization's communications efforts

- Responsible for implementing the advertising strategies for the historic properties program;
- Supervised the development and production of promotional materials for programs/projects;
- Administered the annual statewide awards program and coordinated the annual statewide conference;
- Managed the organization's website and several external sites, which supported the historic properties program;
- Coordinated and promoted events for the organization throughout the state and beyond;
- Wrote and distributed various media releases on the activities, events, and accomplishments of the organization for local and national media; and
- Editor for the bi-annual magazine; advertising account representative for like-minded nonprofit organizations and real estate agents

Selected Achievements:

- Planned and promoted annual conferences, which garnered 300-500 participants from across the state and beyond; two percent increase in membership participation each year;
- Supervised the redesign of the organization's static website twice in six years; user-friendliness and web traffic increased because of the redesign;
- Promoted website to increase site traffic; 50 percent increase in number of visitors and hits because of the campaign;
- Solicited like-minded individuals and real estate agents for paid advertisements on the site; 60 percent increase in revenue as a result;
- Supervised the redesign of the bi-annual magazine to full-color publication; 30 percent increase in advertising revenue as a result; and
- Promoted two-day open house for historic property listed on National Register of Historic Places; garnered print and broadcast media coverage from the local area-- approximately 1,000 visitors participated in the event

**Community Involvement:** Volunteer Website Manager, Central Baptist Church of Camp Springs, MD, 2011-2020

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