

# CARRAH M. LINGO

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## PROFESSIONAL EXPERIENCE

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### CADMUS GROUP

Arlington, VA (Remote)

#### Consultant | Communications, Change Management, Business Process Improvement

April 2023 – October 2025

- Led and executed internal communications strategy for two federal IT functions ranging from 300 to 3,000 employees.
- Facilitated content development and onsite support for 6+ annual federal IT executive leadership offsites focused on leadership development, organizational design, and strategic planning using tools like Mural and Figma.
- Produced 30+ annual executive engagement, all-hands, and recognition events (30–1,000+ attendees) to strengthen leader–employee relationships, foster a culture of transparency, and celebrate innovation within a large federal IT organization.
- Built and led a workforce development employee advisory group, facilitating cross-functional collaboration to drive technology adoption and employee engagement.
- Designed and created content for two federal IT SharePoint sites sharing strategic messaging, increasing traffic by 40%.
- Analyzed feedback and sentiment from employees in the Federal Employee Viewpoint Survey to identify communication needs, surface themes, and recommend data-informed improvements to executive leadership.

### U.S. DAIRY EXPORT COUNCIL

Washington, D.C. (Remote)

#### Project Manager (Contract position)

September 2022 – March 2023

- Managed end-to-end execution of strategic insights projects, building detailed project plans and coordinating across internal and external stakeholders to deliver international research initiatives on time.

### SANTEE COOPER

Moncks Corner, S.C.

#### Public Relations Specialist II

August 2019 – May 2022

- Led the internal communications strategy and editorial calendar for 1,000+ employees.
- Designed and scaled monthly virtual employee engagement Webex webinars growing participation from 90 to 400+ employees.
- Analyzed MailChimp reports and made strategic recommendations to increase engagement for the internal newsletter.
- Wrote feature stories for the corporate magazine, covering topics from engineering and infrastructure to leadership profiles and community partnerships.
- Collaborated with media relations by writing press releases, assisting with media days, and producing talking points for c-suite executives.
- Served as Communications Chair on the Inclusion Diversity & Equity Awareness (IDEA) Council and increased monthly traffic to the internal page by 300%.
- Built and maintained project plans, timelines, and cross-functional workstreams to ensure seamless delivery of communications deliverables for various company initiatives.

### ADVANTAGE MEDIA GROUP | FORBESBOOKS

Charleston, S.C.

#### Content Manager

June 2018 – May 2019

- Led the social media content writing team and built a monthly campaign-centric and data-driven system using Sprout Social.
- Created written and visual content for blogs and social media for 15+ executive clients using Google Suite.
- Served as the community manager for c-suite executives on LinkedIn, Facebook, Twitter and Instagram, using programs like Canva, Facebook Ads and AirTable.

### SANTEE COOPER

Moncks Corner, S.C.

#### Public Relations Coordinator (Contract position)

January 2018 – May 2018

- Managed corporate communications projects, assisted with photo and video shoots, and revamped the internal newsletter using MailChimp.
- Coordinated with the external PR agency to shift specific brand perceptions about Santee Cooper.

### SEATGEEK

Charleston, S.C.

#### Marketing Coordinator

March 2017 – September 2017

- Led the internal communications strategy during the SeatGeek rebranding process.
- Coordinated international conference sponsorships and created reports in Salesforce to support sales with the RFP process.

### SOUTH CAROLINA AQUARIUM

Charleston, S.C.

#### Special Events Host

December 2016 – March 2017

- Managed day of logistics for events with up to 600 attendees and collaborated with vendors throughout the event process.

### RUNNING BUDDY

Charleston, S.C.

#### Marketing Coordinator

July 2015 – October 2016

- Generated \$60k in revenue in my first year creating sales email campaigns with MailChimp.
- Owned and scaled the brand ambassador community of 70+ members, emphasizing social media campaigns and moderating.
- Designed social media content for Facebook, Instagram, Pinterest, and Twitter, and managed Facebook and Pinterest ads.

**NATIONAL TIGERS FOR TIGERS COALITION**  
**Communications Associate**

**Washington, D.C.**  
April 2014 – June 2015

- Planned 8+ national summits and meetings with up to 100 attendees and guest speakers.
- Developed student resources and event collateral for 13 student chapters following brand guidelines.
- Designed and wrote content for the organization's Facebook, Instagram, Twitter, blog and website.

**LEADERSHIP**

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**CALVARY WOMEN'S SERVICES, *Step Up D.C. Instructor***

January 2023 – March 2023

Taught 16+ job placement classes in D.C. to help women gain employment and financial security.

**BIG BROTHER BIG SISTER FOUNDATION, *Big Sister***

February 2016 – September 2020

Served as a mentor to a young girl in Charleston, S.C.

**CLEMSON YOUNG ALUMNI OF CHARLESTON, *President***

August 2016 – December 2019

Executed 10+ networking and volunteer events a year with 200+ guests while fostering relationships with local organizations. Facilitated collaboration among fellow executive leaders and provided strategic direction.

**EDUCATION & CERTIFICATIONS**

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**Prosci Certified Change Practitioner**, November 2024

**Clemson University**, May 2014

*Bachelor of Arts, Major in Communication Studies, Minor in Social Sciences*