

Linda Purvis

Euharlee, GA

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lindapurvis.com

Professional Summary

Communications and digital media specialist with nearly 30 years of experience translating complex information into clear, engaging, and high-performing content. Proven track record supporting federal agencies, marketing firms, and professional clients through strategic messaging, social media leadership, and visual content development.

Recognized for consistent high-level performance in federal service and known for stepping into existing teams, taking ownership of content and communications, and delivering results without requiring oversight.

Core Expertise

Digital Communications & Strategy

- Social media strategy, execution, and performance optimization
- SEO optimization and content visibility strategy
- Facebook ad testing and A/B performance analysis
- Campaign messaging and audience targeting
- Email marketing strategy and automation

Content Development & Storytelling

- High-performing social media content (graphics, captions, video)
- Content writing for digital, web, and campaign messaging
- Newsletter and email campaign development
- Public-facing messaging and brand voice development
- Translating technical and scientific content into accessible communication

Design & Visual Media

- Adobe Creative Suite, Adobe Express, Canva, Figma
- Graphic design for digital, print, and outreach materials
- Visual branding, campaign design, and asset creation

Platforms & Systems

- WordPress, Webflow, Squarespace
- GoHighLevel (CRM + automation)
- Mailchimp, MailerLite, iContact
- Sprinklr, Metricool, SocialBu, Meta Business Suite, Hootsuite, Buffer

- HubSpot, ActiveCampaign (working familiarity)

Workflow Strategy & Business Optimization

- Workflow audits and efficiency improvement strategies
 - Business and content process evaluation
 - Identifying operational bottlenecks and recommending scalable solutions
 - Project coordination, approvals management, and timeline control
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Professional Experience

Public Affairs Specialist

U.S. Environmental Protection Agency (EPA), Region 4 | 2022 – 2026

- Led social media and digital communications for a multi-state federal region
- Delivered top-performing social media metrics across all EPA regions
- Created high-impact graphics, video, and messaging for public-facing environmental campaigns
- Translated complex scientific and environmental information into clear, engaging content
- Managed high-volume content production under strict deadlines and layered approvals
- Coordinated across leadership, internal teams, and subject matter experts

Recognition & Awards:

- Exceptional and Distinguished performance ratings
 - Two EPA Bronze Awards for environmental communication contributions
 - Top social media performance metrics across Region 4
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Contractor – Digital Media & Marketing Support

Legal Marketing Maven (Laura Lee) | 2007 – Present

- Provide ongoing digital media and marketing support for legal and professional service clients
- Design branded graphics, marketing assets, and campaign visuals
- Support website updates and content management across platforms
- Develop email campaigns, newsletters, and digital content
- Maintain consistency across multiple client brands and messaging
- Manage ongoing workflows and content production across accounts

Recognition:

- Long-term trusted contractor supporting agency operations since 2007
 - Retained through multiple business phases due to reliability and quality
 - Known for maintaining brand standards across high-volume client work
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Biologist / Park Ranger / Communications & Outreach Lead

U.S. Army Corps of Engineers (USACE), Allatoona Lake | 2014 – 2022

- Led development and implementation of pollinator protection and native plant initiatives
- Integrated environmental education into public outreach and engagement efforts
- Designed social media content, signage, and interpretive materials
- Built partnerships with environmental organizations and community stakeholders
- Translated ecological and environmental concepts into accessible public communication

Recognition:

- Top Performing Employee
 - Distinguished performance ratings
 - Environmental Stewardship Award
 - National recognition for design and layout contributions to Park Ranger Stories
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Digital Media, Design & Business Strategy Services

LindaPurvis.com

- Provide full-service digital media, marketing, and content support for businesses and nonprofits
- Create social media content, graphics, branding assets, and campaign materials
- Write website content, blogs, and marketing messaging
- Manage website platforms and ongoing updates
- Develop and execute email marketing campaigns and newsletters

Additional Services:

- Workflow strategy consulting and operational audits
 - Business and marketing audits to identify performance gaps
 - Content planning, brand alignment, and messaging refinement
 - End-to-end support from strategy through execution
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Education

Master of Science, Integrative Biology | Kennesaw State University

Bachelor of Science, Biology, Minor in Chemistry | Dalton State College