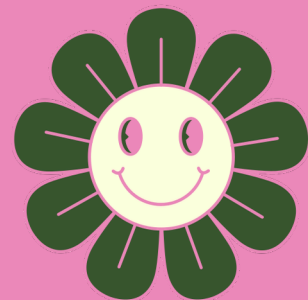
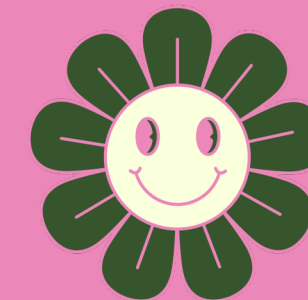


Kaitlan Darby

2017 – Present



PROFESSIONAL



PORTFOLIO

blackmambacreative.com

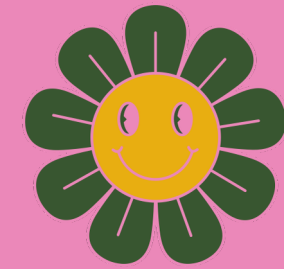


ABOUT ME

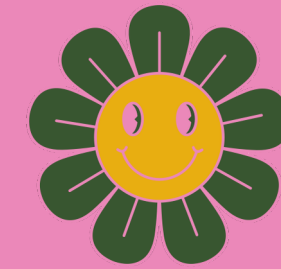
KAITLAN DARBY



Kaitlan is a marcomm professional and social media manager with 8+ years of experience. She is a generalist with a wide skillset thanks to working on small teams across her career. Kaitlan takes pride in creating strategies and content that amplify marginalized voices and promote equity.



EDUCATIONAL



BACKGROUND



2014–2018

University of Louisiana
at Lafayette

2020–2022

Louisiana State
University





Planned Parenthood

Communications Mgr |

2024 – Present

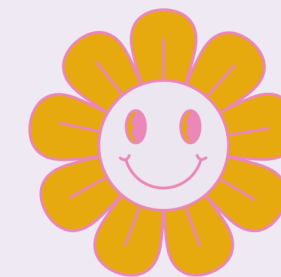
Black Mamba Creative

Head Strategist | 2017 – Present

Louisiana Public Health Institute

Social Media & Content Manager |

2022 – 2024



WORK

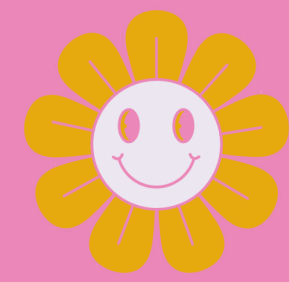
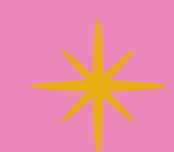
EXPERIENCE



Roux Black
Brand Director | 2022 - 2023

TJM & Co.
Sr. PR Coordinator | 2020 - 2022

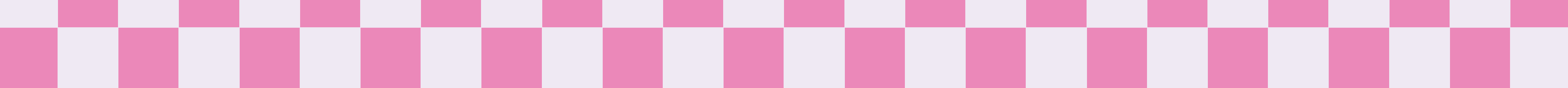
Louisiana State University
Marketing Coordinator | 2020 - 2022



WORK

EXPERIENCE





MediaBrands

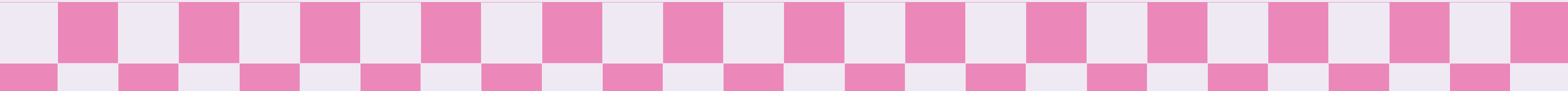
Paid Media Intern | Summer 2021

BerlinRosen

Issue Advocacy Intern | Fall 2021

Online Optimism

*Content Marketing Specialist |
2019 – 2020*



WORK

EXPERIENCE

**SOCIAL MEDIA
& CONTENT CREATION**





LPHI NOTABLE

ACCOMPLISHMENTS



Social Media

- Increased social media engagement by 8%
Increased followers by 32%
- Kept impressions at 2.1 million over the course of two years
- Created 2 toolkits for partner dissemination

Events

- Marketing lead for Louisiana Center for Health Equity Health Summit
- Supported racial health symposium by creating social media pieces, website maintenance, and speaker outreach
- On-site social media and press support
- Project manage and co-lead virtual event
- Lead promotional support for informational webinars

Public Speaking/Leadership

- Barton Leadership 2023 Cohort
- Invited guest lecturer at LSUE
- Invited guest lecturer at LSU
- FRESH Speakers Academy Graduate
- Guest Speaker at Social Media Breakfast



BORU RAMEN

NOTABLE ACCOMPLISHMENTS



145,000+ VIEWS



9,000+ VIEWS



7,000+ VIEWS



PLANNED PARENTHOOD

NOTABLE ACCOMPLISHMENTS



Email Marketing

- Rehabilitated email open rates for three states across affiliate
- Lead email marketing strategy for affiliate
- Optimize emails for SEO and best deliverability practices

Public Relations

- Lead rapid response strategies for affiliate
- Member of rapid response task force for coalition-wide messaging on reproductive justice issues
- Lead crisis communication efforts for affiliate
- Created outward facing messaging strategies
- Media train experts from affiliate
- Secured 30+ media placements



An illustration of a woman with dark skin and curly hair, wearing a red tank top, holding her hands to her face in a distressed expression. Above her head is a yellow speech bubble containing the text: "I don't know what the right decision is. I'm scared. What do I do next? Who do I talk to? What are my options?". To the right, a large orange circle contains a white pregnancy test with a red line, indicating a positive result. The text "a positive test" is written in black, curved letters next to the test. The background is a solid pink color with faint, repeating text: "anxious", "worried", "stressed", and "anxious".

An infographic titled "Options" in large orange letters at the top right. It features three yellow speech bubbles containing text about self-managed abortions. The first bubble says "No one is forcing you to make a certain decision with your body. An option is a self-managed abortion using medications, a WHO-recommended method to end a pregnancy." followed by a pink heart icon. The second bubble says "Mifepristone and misoprostol are used to complete self-managed medication abortions. You can use these medications in the setting they choose." followed by another pink heart icon. A dashed black arrow points from the word "provider" in the first bubble down towards a female doctor character on the right. The doctor has dark hair, wears a light blue lab coat over a teal shirt and skirt, and holds a clipboard. There are several yellow starburst graphics scattered around the page.

Options

a good
healthcare
provider

Options

No one is forcing you to make a certain decision with your body. An option is a self-managed abortion using medications, a WHO-recommended method to end a pregnancy.

Options

Mifepristone and misoprostol are used to complete self-managed medication abortions. You can use these medications in the setting they choose.

Options

Mifepristone and misoprostol are used to complete self-managed medication abortions. You can use these medications in the setting they choose.

OPTIONS

bestie

a supportive friend

You aren't alone in this. I'm here for you. This is YOUR decision. It's empowering to have a SMA when AND where you feel comfortable.

Read 12:07pm

I support you! I'm proud of you for making the choice that makes you feel the most safe and empowered. I can come over and bring snacks so you aren't alone!

Read 12:08pm

Read 12:07pm

Read 12:08pm

UNITE FOR REPRODUCTIVE & GENDER EQUITY

An illustration of a woman with dark skin and curly hair, wearing a yellow crown and a yellow strapless top. She is looking to the right. There are two speech bubbles: an orange one at the top left and a yellow one at the bottom right. The background is pink with the word 'empowered' repeated in a light pink font. There are also several pink stars and yellow sparkles scattered around.

I'm so glad my healthcare provider equipped me with the details to make sure I make the best decision for ME. Knowing my options allowed me to choose a SMA had from the comfort of my home.

With the help and support of my best friend, I felt empowered by my decision. Maybe one day will be the right time for a baby, but for now, I made the right choice for my future.



FORUM 225 NOTABLE

ACCOMPLISHMENTS



Social Media

- Increased social media reach by 148.5% from previous year
- Increased social media watch time by 72% from previous year

Email

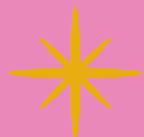
- Increase email open rates by 5% from previous year
- Increased subscriber rate by 3% from previous year

Leadership

- Managed a team of six volunteers on the communications committee

FORUM
225





WRITING SAMPLES

OP-ED

PRESS RELEASE

BLOG

REPORT



CAMPAIGNS &

STRATEGY



SAVE THE DATE



2023 **HEALTH SUMMIT**
ADVANCING POPULATION HEALTH,
EQUITY, AND WELL-BEING
CONTINUING OUR PROGRESS TOWARD LA40BY2030
WITH A FOCUS ON WOMEN AND CHILDREN

OCTOBER 3-4, 2023
CONVENES AT 1:00 PM

REGISTRATION OPENS AUGUST 3, 2023
2023HEALTHSUMMIT.EVENTBRITE.COM

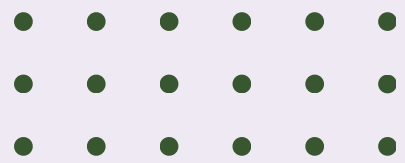
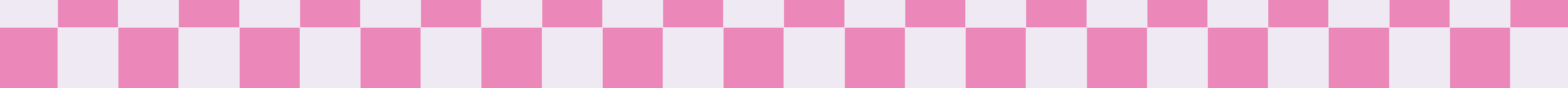
PARTNERSHIP OPPORTUNITIES AVAILABLE. EMAIL
INFO@LAHEALTHTHEEQUITY.ORG FOR MORE INFORMATION



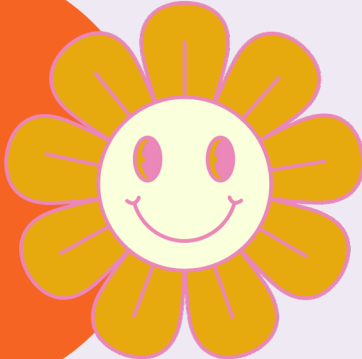
Click to view



The Nature
Conservancy



GET IN TOUCH



 hi@blackmambacreative.com
 blackmambacreative.com

Ready to discuss your next project? Contact me today to start a conversation about how I can bring your ideas to life.

