Curriculum Vitae

Lisa D. Davidson
719.358.2730 · LDavidson@Qforensics.com

BACKGROUND

Ms. Davidson has over 20 years of experience with internal and executive communications, project management, community relations and various marketing proficiencies. She developed award-winning branding campaigns and marketing strategies for both Fortune 500 and philanthropic organizations. She managed key strategic initiatives including internal/external and executive communications, leadership events, digital presence and social media for various industries and audiences.

Ms. Davidson manages Qforensics' social media image and content, websites, branding and design of marketing materials, and other strategic marketing and communications campaigns.

AREAS OF EXPERTISE

- Marketing
- Strategic communications
- Brand positioning
- Social media marketing
- Graphic design
- Project management
- Corporate social responsibility

EDUCATION

- B.A., Communication (Advertising & Public Relations), University of Central Florida, Orlando, FL

PROFESSIONAL EXPERIENCE

2024 – Present | Quality Forensic Engineering, LLC | Marketing & Communications Manager (Remote)

- Develop and execute strategic marketing and communications campaigns to help expand the organization and elevate its brand. This includes content creation, graphic design, and ghostwriting.
- Manage online marketing activities, including social media content creation, graphics, and overall strategy; online brochure; blog articles; Google page and ads; and expert listing websites.
- Update and manage the Qforensics.com and TireFailureExpert.com websites, and collaborate with an external vendor to enhance the SEO of the current Qforensics website.
- Branding and design: Redesign and maintenance of marketing materials such as trade show banners, brochures, print and online ads, presentation templates, and other collateral.

- Creation and maintenance of YouTube channel and video content.
- Review of continuing education (CLE) presentations

2022 – 2023 | Maxar Technologies | Senior Program Manager – Corporate Social Responsibility (Remote)

- Partnered with leadership to developed a comprehensive CSR vision, brand and strategy to create an engaging and socially conscious place to work.
- Advised the Maxar Better World Foundation board on grant opportunities and best practices. Managed grant cycles to include application, committee review, funding notifications, grant reporting, site visits, and development of philanthropic partnerships.
- Led efforts to enhance the company's social impact through community engagement and employee volunteer programs, including creating the first company-wide Give Back Days at 18 global sites.
- Partnered with communications, ESG and DIB teams to develop content and share stories about community impact, employee volunteerism and other CSR activities both internally and externally.
- To provide insight into volunteer and giving activities, identified web-based CSR platform and led implementation with vendor.
- In addition to CSR responsibilities, led a variety of strategic future of work projects to refine and communicate people processes and rethink how we work as an organization.
- Developed "How We Work (HW2)" SharePoint and Guide providing employees with the tools to work on-site, remote and moving between locations. These resources were launched to assist with returning to office in 2023.
- Partnered with leaders to assess a broad spectrum of future of work topics such as flexible worker policy, distributed team effectiveness, and identifying best practices for hybrid work environments.

2014 – 2022 | Community Foundation for Brevard

| Director of Strategy & Communications, 2017 – 2022, Melbourne, FL

- Promoted to design and lead an integrated communication and marketing plan broadening awareness across key audiences including internal and external stakeholders.
- In close partnership with president/CEO and board of directors, set communications vision and operational plans that support the Foundation’s aggressive goals.
- Managed communications calendar and created ongoing content and visuals for website, print and social media campaigns, including launching of quarterly digital newsletter.
- Led award-winning rebranding initiative. This included website redesign (visual concepts, content creation, sitemap, and optimization tools), design of logo, tagline, development of all print collateral, and execution of brand launch campaign and event.
- Designed creative communications and outreach programs to increase awareness and drive engagement, resulting in multi-year double-digit annual revenue growth.
- Planned and wrote press releases, organizational announcements, board communications, speeches, and inspiring donor gift and impact stories for internal and external audiences.

- Fostered positive external relations, built long-term strategic alliances, and played an active, public role in elevating brand presence of the Foundation.

| Grants & Program Manager, 2014 – 2017

- Managed and executed the overall strategy for the Foundation's grants and scholarship programs, distributing over $2.3 million annually from over 100 funds.
- Developed processes and policies that optimized organizational operations of key programs.
- Monitored financial management of over 140 grants annually to ensure appropriate return on investment and use of grant funding.
- Convened stakeholders to address current and emerging community issues such as workforce development, education, affordable housing, and homelessness.
- Planned and executed grantee and donor gatherings, professional

2004 – 2014 | L3Harris (formerly Harris Corporation)

| Manager of Global Corporate Communications, 2013 – 2014, Melbourne, FL

Demonstrated performance in developing and executing multi-channel communication initiatives to showcase Harris' $5B Fortune 500 brand across external and internal stakeholders.

- Acted as a strategic thought partner to executive leadership and various business functions to shape internal and external communication plans that aligned with diversified business priorities.
- Developed annual communication plans, c-suite all-hands content, executive roundtables, post-meeting surveys, speeches, and key presentations for internal and external audiences.
- Community relations liaison for key philanthropic community partnerships, outreach and events.
- Established company-wide social media strategy, policy, and employee training plan.
- Collaborated with vendors to produce collateral, website content and photojournalism opportunities.

| Manager of University Relations & Recruiting, 2008 – 2013, Melbourne, FL

Promoted to lead the national recruitment and university partnership strategy, campus brand, and marketing campaigns to ensure a progressive program for internship and full-time university hires.

- Developed branding, communications, and strategy for over 120 campus events annually while leading recruitment teams at 26 key universities. Responsible for annual goal of 200+ new grad hires.
- Supervised, coached, and assisted in the development of three staff employees. Trained hiring managers and 26 campus brand managers on recruitment strategies and hiring policies.
- Managed overall budget allocated to each school in alignment with recruitment goals. Cultivated relationships with faculty, student leaders, and internal alumni to enhance outcomes.

- Conducted in-depth research and analysis on demographics, placement statistics, and majors to formulate actionable plans to increase diversity and meet overall hiring goals.
- Developed concept and led redesign of external company-wide careers website. Produced web content and implementation of social interfaces to attract talent.
- Responsible for philanthropic funding recommendations, partnerships and distribution of Harris Foundation grants to support key university and STEM educational programs.

| Employee/Internal Communications Lead, 2004 – 2008, Melbourne, FL

Managed an integrated, multi-channel employee communications program for Harris' Government Communications Systems segment, which would reach over 6000 employees, including remote sites.

- Provided communications council to division president and functional leaders in HR, IT, engineering, and marketing, to plan key announcements aligned with business strategy.
- Developed executive speeches, quarterly roundtables, and all-hands for division president and HR-VP.
- Created and managed content for intranet and weekly internal E-newsletter.
- Partnered with teams across all functions and geographies to drive initiatives and develop consistent communications that engaged and influenced employees.
- Tasked to lead multi-divisional teams for several company-wide initiatives, including rebranding the new hire orientation program and the Gallup employee engagement survey.

April 17, 2025