

Coleman DAVIS

Digital Platform & Communications Systems Leader

Senior digital leader with 12+ years of experience building the platforms, governance models and content operations behind high-volume public-sector communications. Leads enterprise web modernization, analytics infrastructure, editorial systems, multimedia production and AI-enabled user experiences for complex, mission-driven organizations.

✉ coleman@colemanpdavis.com

🌐 <https://colemanpdavis.com/>

☎ +32 484 31 09 39

Core Competencies

Enterprise website modernization • Digital governance & editorial systems • Analytics and reporting infrastructure • Multi-channel communications operations • AI-enabled search and content experiences • Workflow automation and platform integration • Advocacy and public-sector communications • Multimedia production and livestream operations

Work Experience

Strategic Communications Consultant

National Association of Counties • Belgium (Remote)

Oct. 2024 – Present

Consult a U.S.-based national membership organization on digital strategy, campaign platforms, content operations and enterprise web improvement.

- Build and refine digital systems, workflows and analytics that support coordinated organization-wide communications.
- Develop campaign and storytelling experiences within the organization's Drupal platform, including custom microsite structures, modular content sections and downloadable member-facing toolkits.
- Deliver CMS development, front-end implementation and technical troubleshooting for large public-facing web properties.
- Advise on governance, usability and operational best practices across web, email, social and multimedia channels.
- Lead development of an AI-enabled search initiative, shaping retrieval strategy, structured content workflows and user-facing discovery design.

Director of Digital Media

National Association of Counties • Washington, DC, USA

Mar. 2022 – Jun. 2024

Led NACo's digital communications team, overseeing the organization's website, email, social media and video platforms, along with digital strategy, analytics, governance and budget management.

- Led the redesign and migration of NACo's 10,000+ page website into a new Drupal platform supporting 3.5 million annual page views, 6,000+ average daily users and 50+ internal publishers.
- Directed NACo's core digital communications channels, including email newsletters reaching tens of thousands of county officials and social media platforms serving thousands of followers.
- Built NACo's first broadcast-quality in-house video studio, expanding in-house capacity for advocacy programming, event production and recurring multimedia content.
- Expanded the organization's analytics infrastructure across GA4, Microsoft Clarity, Power BI, Looker Studio and BigQuery, improving reporting and strategic decision-making.
- Strengthened digital operations through clearer governance, publishing standards and cross-department planning systems.

Skills

Digital Strategy & Content Leadership

- Enterprise digital strategy
- Editorial systems and governance
- Multi-channel communications leadership
- Public-sector and advocacy messaging
- Audience-focused content planning

Web Platforms & Technical Execution

- Drupal
- WordPress
- SharePoint
- Power Pages
- CMS modernization
- HTML, CSS, JavaScript and jQuery
- API integrations
- Workflow automation
- Airtable systems
- AI-enabled search experiences

Analytics, Insights & Optimization

- GA4
- Microsoft Clarity
- Looker Studio
- Power BI
- BigQuery
- KPI design
- Leadership reporting
- SEO and performance analysis

Multimedia Production & Event Delivery

- Video production and editing
- Livestreaming
- PTZ camera systems
- Studio operations
- Hybrid and virtual event production

Work Experience (Cont.)

Associate Communications Director

National Association of Counties • Washington, DC, USA

Sept. 2018 – Mar. 2022

Led day-to-day digital communications operations across web, email, social media and video, helping scale NACo's editorial coordination and advocacy communications.

- Managed four recurring weekly newsletters reaching tens of thousands of county officials and public-sector stakeholders.
- Produced and expanded a weekly advocacy video update, helping establish video as a recurring policy communications channel.
- Strengthened editorial planning and coordination across communications, advocacy and program teams.
- Helped improve the consistency and effectiveness of NACo's digital publishing workflows.

Digital Media Manager / Producer

National Association of Counties • Washington, DC, USA

Apr. 2015 – Sept. 2018

Advanced through two digital roles, supporting the creation of the organization's first in-house digital team and strengthening workflows across web, email, social, and multimedia. Contributed to a major website refresh and produced high-impact digital content—including livestreams and weekly video updates—while providing day-to-day guidance to a digital media associate.

County Solutions & Innovations Coordinator

National Association of Counties • Washington, DC, USA

Dec. 2013 – Apr. 2015

Coordinated innovation and research projects supporting organizational programs and policy work. Contributed to digital content production and multimedia materials, and launched the organization's first podcast, overseeing planning, scripting, and production.

Technical + IT

Web Platforms & CMS

Drupal • WordPress • SharePoint • Power Pages • GitHub Pages

Email & Engagement Systems

Dynamics 365 Customer Insights / Journeys • Higher Logic • Mailchimp

Coding & Technical Implementation

HTML5 • CSS3 • JavaScript • jQuery • API integrations • Google Tag Manager • Cloudflare Workers • GitHub Actions

Data, Analytics & Optimization

GA4 • Microsoft Clarity • Looker Studio • Power BI • BigQuery • SEO • A/B testing • Dashboarding

Automation & Workflow Systems

Airtable • Power Automate • Zapier • Jira • Asana • Basecamp • Slack • Teams • Trello

Multimedia & Creative Tools

Premiere Pro • Audition • Photoshop • Illustrator • Livestream studio workflows • Podcast production

Recent Projects

AI Hybrid Search

Designed an AI-enabled legislative search experience combining hybrid retrieval, structured content workflows, vector search and bill-level AI chat to improve discovery of complex policy content.

We Are Counties Microsite

Built a Drupal 10 campaign microsite with custom navigation, interactive storytelling modules, downloadable resources and a modular structure designed for continued campaign growth.

Organization Anniversary Campaign

Developed a multi-part digital campaign combining editorial storytelling, archival media, web features and a 10×20-foot interactive conference display connected to the main site.

Advocacy Video Series

Built a recurring advocacy video program spanning editorial planning, production and distribution across website, email and social channels.

Education

University of Virginia

Bachelor of Arts (BA), Economics & History • Charlottesville, Virginia, USA

Aug. 2008 – Jun. 2012

Ranked among the top public universities in the United States

Work Eligibility

Full legal authorization to work in Belgium (Visa D + residence permit / carte de séjour)

Languages

English (Native)

French (A2/Learning)

Soft Skills

Cross-department coordination • Stakeholder communication • Team leadership • Strategic planning • Clear writing and editing • Problem-solving • Adaptability

References

References available upon request.