

Bryce Billiot

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EXPERIENCE

Digital Director

March 2024-Present

Digital Coordinator

March 2023-March 2024

U.S. Senate Health, Education, Labor and Pensions (HELP) Committee

- Lead social media strategy and digital content, including management of a junior staff member and interns, with the goal of advancing the priorities of Chairman Cassidy and Senate Republicans.
- Coordinate digital strategy with Senate offices, leadership teams, White House officials, industry groups, state partners, press, and digital influencers.
- Monitor public conversation, stakeholder engagement, and issue-area developments to inform rapid-response content and message positioning.
- Produce and repurpose social-first video, photography, graphics, and written content for senior officials and committee channels across hearings, oversight activity, and policy announcements.
- Create policy documents including one-pagers, graphs, reports, white papers, floor charts, and fact sheets.
- Develop storytelling campaigns, including Louisiana Local Spotlight, to highlight community impact and drive positive local media engagement.

Digital Coordinator

September 2022-March 2023

U.S. Senator Tommy Tuberville

- Managed social media channels, including content strategy, graphics, video, photography, audience engagement, and guiding a junior staff member in supporting digital content production.
- Introduced a structured social listening and audience insights process to monitor issue areas and emerging conversations.
- Used platform analytics to refine messaging, improve content planning, and grow reach.
- Developed storytelling campaigns, including a Veteran of the Month series of veterans around Alabama to drive local media engagement and highlight constituent stories.
- Led a website redesign to improve usability, content organization, and constituent access to information.

Digital Coordinator

September 2021-September 2022

Pelican Institute for Public Policy

- Managed paid and organic digital strategy for four affiliated organizations and nine social media accounts.
- Built issue-based storytelling and community building campaigns to drive advocacy and engagement.
- Oversaw the strategic implementation of email marketing for a 70,000+ email audience.
- Deployed paid ad campaigns for Facebook, Instagram, Google Ads, and LinkedIn to drive legislative action.
- Wrote press releases, blog posts, op-eds, and letters to the editor to support advocacy efforts.

ADDITIONAL EXPERIENCE

Communications Assistant, Bill Cassidy for U.S. Senate

January 2020-November 2020

- Assisted with social media, video content, and messaging for a statewide U.S. Senate campaign.

Grassroots Associate, 3Strategies, LLC

August 2019-November 2019

- Executed grassroots advocacy and research for local candidates.

Newspaper Copyeditor/Page Designer, The Reveille

December 2018-August 2019

- Copyedited stories and designed pages for newspaper production.

EDUCATION

Louisiana State University, Baton Rouge, LA

May 2022

B.A. in Mass Communication, Political Communication

Related Coursework: Social Media Analysis, Visual Communication, Digital Brands

SKILLS

Social Media Strategy, Social Listening, Graphic Design, Videography, Photography, Writing.

Proficient in Adobe Creative Suite, HubSpot, Hootsuite, Sprinklr, Sprout Social, Mailchimp, Constant Contact.