

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 digital communications strategy and content to advance the health, education, and labor priorities of Chairman Cassidy and Senate Republicans, managing a junior staff member and interns.
- 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 policy developments to inform rapid-response content and message positioning.
- Produce and repurpose social-first video, photography, graphics, and written content for across digital channels to support 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

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

Digital Coordinator

September 2021-September 2022

Pelican Institute for Public Policy

- Led email marketing strategy and implementation for a 70,000+ audience.
- 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.
- 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

Digital Strategy, Social Listening, Graphic Design, Video, Photo, Website Strategy, Email Marketing.

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