

Janice Kaufmann

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Strategic communications and product leader with cross-sector experience in transportation, government, technology, hospitality, and nonprofits. Proven track record designing and delivering high-impact digital products, training, and communications that strengthen stakeholder relationships and drive engagement. Expert at translating brand strategy into scalable guidelines, visual systems (typography, color, imagery), and product-marketing assets—partnering with product, marketing, and executive teams to launch pages, campaigns, events, and collateral with consistent brand experience and measurable impact.

Highlights:

- Deep experience supporting the FAA and aviation stakeholders through data-informed decision-making, cross-functional collaboration, and mission-driven leadership.
- Implemented analytics-driven website user experience improvements, **increasing user engagement by 35% and reducing telephone and email inquiries by 50%.**
- Improved art department productivity **by over 40%.**
- **Led teams of 2-24** through changes in operational and strategic direction of **\$3M government contract.**
- Align strategic communication plans and branding to client messaging and goals.
- Skilled at translating complex technical content into member-focused products and experiences.

CORE COMPETENCIES

Regulatory Communications | Stakeholder Engagement | Product Strategy | Contract Support
Lifecycle Management | Training | Digital Product Delivery | Brand Strategy | Organizational Messaging
Data Visualization | KPIs and Performance Measurement | Vendor Management | Strategic Planning
Cross-Functional and Small-Team Leadership | High-Impact Campaigns and Creative Assets
Continuous Improvement Based on Analytics

Technology: Adobe Creative Suite: InDesign, Illustrator, Photoshop, Acrobat, Dreamweaver, Premier Pro, After Effects, , Media Encoder, Lightroom, Experience Cloud

Microsoft Office 365: Word, Excel, PowerPoint, Visio, Teams, SharePoint, OneDrive | Canva | Figma

Web Design, Development & Content Management System — CMS: Drupal, WordPress, UX/UI

Data Analytics Tools: Google Analytics | Google Workspace | SEO & SEM | HTML | CSS | SiteImprove

Email Marketing Campaigns: MailChimp | Gov Delivery

Digital Accessibility: Section 508, ADA, WCAG

PROFESSIONAL EXPERIENCE

WATERFRONT TECHNOLOGIES and SIGNAL EDGE CORPORATION | Baltimore MD

2001-Present

Creative Director / Branding, Communications and Product Support

- Advise and support organizations across government, nonprofit, technology, and transportation industries on branding, communications, and digital product strategy.
- Serve a diverse client base including federal and state agencies, nonprofits, educational institutions, and technology organizations.
- Lead end-to-end delivery of member-facing and customer-facing products including websites, training materials, publications, presentations, and marketing campaigns.
- Brought in and oversaw \$3M government contract for the U.S. Department of Labor.

- Build and manage small, high-performing creative and development teams: Oversee hiring, training, workflows, and project prioritization.
- Support product launches, pricing strategies, and cost modeling, collaborating with leadership to align offerings with audience needs and business goals.
- Manage vendor relationships.
- Oversee contracts and service delivery for print, digital platforms, hosting, analytics, and media buys.
- Apply data and analytics (Google Analytics, SEO performance) to inform messaging, engagement strategies, and continuous improvement.

A3 TECHNOLOGY / FAA | Washington DC

September 2019-July 2025

Communications Specialist & Web Designer (laid off due to loss of contract funding, July 2025)

- Led branding, communications strategy, and digital product delivery for the FAA's Office of Commercial Space Transportation, supporting aviation stakeholders, regulators, and industry partners.
- Served as a strategic advisor to leadership by translating stakeholder needs, regulatory priorities, and industry trends into clear communications, training materials, and digital experiences.
- Designed, launched, and managed external-facing and internal digital platforms (Drupal, SharePoint), ensuring brand consistency, usability, accessibility, and timely content delivery.
- Led the design and launch of the Commercial Space Dynamic Regulatory System (DRS), improving cross-agency collaboration and regulatory transparency for industry users.
- Implemented analytics-driven improvements, producing monthly performance reports, conducting site audits (Site Improve), and increasing user engagement by 35%.
- Developed and delivered training materials, presentations, launch/reentry communications, cadence charts, and live-event support for diverse aviation audiences.
- Collaborated with technical, training, and policy teams to support product transitions from creation to use.
- Managed vendors and digital tools supporting analytics, accessibility, and content delivery.

PREVIOUS EXPERIENCE

THE REEVES AGENCY INC | Baltimore MD

Art Director

Delivered integrated marketing, branding, and communications for public-sector and regulated clients including MTA, EPA, Maryland Board of Pharmacy, Reed Smith, Clean Air Partners, and University of Baltimore.

SMS PRODUCTIONS | Baltimore MD

Artist / Art Director / Production Manager | ***SMS Productions***

Increased department productivity by over 40%, managing high-volume production of publications, advertising, and direct mail and supervising a team of six.

EDUCATION

M.A. in Publications Design; Minor: Internet Communications, University of Baltimore

- Recipient of the Phillips Award for New Media Design

B.S. in Applied Design, University of Maryland, College Park