

Rebekka Heite

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SENIOR COMMUNICATIONS STRATEGIST | MEDIA RELATIONS LEADER | BRAND STORYTELLER

Dynamic, results-driven communications executive with 20 years of experience leading high-stakes, high-impact public affairs, brand messaging, and media relations initiatives. Adept at building trust with executive leaders, shaping organizational narratives, and leveraging data-driven insights to drive business and reputational outcomes. Proven track record developing and executing enterprise-level communications strategies, overseeing complex stakeholder landscapes, and engaging national media.

AREAS OF EXPERTISE

- Strategic Communications - Leadership
 - Media Relations & Reputation Management
 - Executive & Crisis Communication
 - Content Development & Editorial Strategy
 - Integrated Campaign Management
 - Stakeholder Engagement
 - Data-Driven Storytelling & Impact Measurement
 - Cross-Functional Team Leadership
 - Government, & National Security Communication
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PROFESSIONAL EXPERIENCE

Alexandria Police Department | Alexandria, VA PUBLIC INFORMATION OFFICER | COMMUNICATIONS PROFESSIONAL | August 2025 – Present

Serves as the Public Information Officer for a municipal law enforcement agency, supporting media relations, community engagement, social media strategy, digital communications, and public information initiatives.

Manage department social media channels, creating content that supports public safety messaging, community engagement, recruitment efforts, and departmental transparency.

Draft and distribute press releases, media advisories, talking points, and information materials.

Coordinated media relations efforts and supported a 300% increase in department press conferences, expanding opportunities for public communication and media engagement.

Manage website content and ensure timely dissemination of public safety information.

Produce photography, videography, graphics, and multimedia content.

Planned and coordinated a regional Public Safety Summit featuring Virginia's Secretary of Public Safety and Homeland Security, regional police chiefs, elected officials, and community stakeholders.

Develop flyers, community outreach materials, safety tip cards, surveys, and branded communications products supporting department initiatives.

Produced internal communications products, leadership messages, newsletters, and multimedia content supporting organizational awareness and employee engagement.

Support awards ceremonies, promotions, recruit graduations, swearing-in ceremonies, veteran recognition events, and community engagement activities.

Marine Corps Recruiting Command (MCRC) – Quantico, VA

Chief, Communication Strategy (COMMSTRAT) | 2022 – Present

Led national communication efforts for Marine Corps recruiting, overseeing strategic media relations, internal communications, and executive messaging across 48 regional commands.

Served as a principal communications advisor to senior executives, delivering counsel on high-visibility initiatives and managing public perception in fast-paced, high-stakes environments.

Directed public-facing content, media engagements, digital strategies, and brand alignment for national recruiting campaigns.

Fostered relationships with national and regional media to tell compelling, data-backed stories that humanize the brand and reflect institutional values.

Champion enterprise-wide digital modernization, integrating analytics, accessibility, and automation into communication workflows.

Key Achievements:

Increased positive media coverage through proactive storytelling and executive positioning.

Developed media toolkits and campaign narratives that supported recruiting initiatives, reaching prospective applicants and those who influence them.

Led internal engagement campaigns, boosting organizational alignment and morale across personnel nation-wide.

Headquarters Marine Corps (HQMC) Communication Directorate – Washington, D.C.**COMMSTRAT Operations Chief | 2019 – 2022**

Supported Marine Corps executive communication and joint messaging strategy across federal agencies.

Collaborated with senior DoD leaders and public affairs officers on strategic communication for legislative, crisis, and brand-impact events.

Built and deployed internal communication products, aligning over 200,000 Marines and civilian personnel with leadership priorities.

Applied analytics to monitor sentiment, measure messaging impact, and optimize outreach efforts.

U.S. Marine Corps – Global Assignments**Various Communication Strategy & Media Leadership Roles | 2005 – 2019**

Led COMMSTRAT teams in Africa, Europe, and North America supporting forward-deployed operations.

Served as spokesperson and principal media advisor during humanitarian crises, joint exercises, and multinational engagements.

Trained and mentored public affairs personnel on brand storytelling, executive communications, and digital strategy execution.

EDUCATION & TRAINING**B.S. in Integrated Marketing & Communications (In Progress)**

Defense Information School (DINFOS) – Basic Public Affairs - Writers, Electronic Journalism, Intermediate Electronic Journalism, Editors Course, Intermediate Photojournalism Course, Visual Information Managers Course

TECHNICAL TOOLS & PLATFORMS

Cision | Meltwater | Sprinklr | Google Analytics | Canva | Adobe Creative Suite | Microsoft 365 | WordPress | SharePoint | Sprout | Drupal | Wix