

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 Communications

PROFESSIONAL EXPERIENCE

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.

II Marine Expeditionary Force (II MEF) – Camp Lejeune, NC
Deputy COMMSTRAT Director | 2018 – 2019

- Directed a multi-functional communication team in support of global operations and U.S. Marine Corps strategic initiatives.
- Developed integrated communication plans aligned with national security objectives, including partner nation coordination and media relations.
- Managed crisis communication during global deployments and real-time contingency events.

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

AWARDS & RECOGNITION

- Meritorious Service Medal (x2)
- Navy and Marine Corps Commendation Medal (x3)
- Recognized for excellence in executive communications and enterprise messaging strategy