

## John R. “Brandon” Bayton, Jr.

### SUMMARY

Results-driven program manager and events professional with a 25-year track record managing high profile events and projects from proposal to delivery. Considerable experience working with African American, Hispanic, Native American, and LGBTQ communities. Highly effective organizer and a team player. Great presentation skills. Contagious enthusiasm and deep-rooted passion for excellence. Reputation for blending creative and administrative abilities to achieve goals. Known for meeting and exceeding client expectations.

### CORE COMPETENCIES

- Project Management
- Event Marketing
- Event Technology
- Travel Coordination
- Meeting and Event Planning
- Web-based Meetings
- Sponsor/Partner Development
- Process Improvement

### WORK EXPERIENCE

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#### **Consultant/Project Manager**

*Self Employed*  
District of Columbia  
06/2015 - Present

- Providing social media and website marketing expertise to MedStar Health for the development of a new transplant center website.
- Developing virtual online communities for regional businesses in the District of Columbia metropolitan area.
- Developing and executing a comprehensive event and website marketing plans that utilize social media, partnership/sponsorship development, and email marketing.
- Speaking and presenting at workshops and conferences on kidney health, dialysis, and transplantation.

#### **Senior Consultant**

*Manhattan Strategy  
Group, LLC*  
Silver Spring, MD  
11/2013 - 05/2015

- Coordinated industry experts to develop the digital framework for an online community addressing dropout prevention in rural America.
- Oversaw the design, development, marketing, and production of live webinar broadcast targeting K-12 education professionals and organizations.
- Executed a results-oriented marketing campaign, utilizing web copywriting, blog posts, email, partnership development, and social media.
- Crafted visually dynamic, animated presentations designed for the adult learner in the areas of health, K-12 education, and Native American affairs.

#### **Project Manager/ Event Manager**

*Kauffman and  
Associates, Inc.*  
Silver Spring, MD  
09/2009 - 11/2013

- Delivered projects on time within scope and budget for the Department of Health and Human Services (HHS), Centers for Medicare and Medicaid Services (CMS), National Institutes of Health (NIH), Indian Health Service (IHS), and the Centers for Disease Control (CDC).
- Managed all aspects of 137 meetings – large and small – including program development, logistics, communications, and public relations.
- Played a lead role in the development and maturation of the organization’s events program including policy development, vendor cultivation, mentoring, and business development.
- Lead the communications and outreach initiatives on projects for the Centers for Medicare and Medicaid Services (CMS) and the Centers for Disease Control (CDC).

**Project Manager/  
Event Manager**  
*Educational Services,  
Inc.*

Bethesda, MD  
03/2006 - 09/2009

- Executed and managed the logistics for large and small meetings for federal agencies including the Department of Health and Human Services (HHS), National Institutes of Health (NIH), and the Centers for Disease Control (CDC).
- Delivered a four-year two-million-dollar health promotion campaign that increased HIV testing by 20%, and lead to the creation of AIDS.gov.
- Negotiated partnerships with nationally syndicated radio talk show like the Russ Parr Morning Show, and national publications like Essence and Vibe.
- Deployed hack-a-thons and event technology for three National Cancer Institute's Annual cancer Biomedical Informatics Grid (caBIG) conferences.

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**SOFTWARE  
PROFICIENCIES**

- Microsoft Office 365 (*Word, PowerPoint, Excel, Outlook*)
- Adobe Creative Suite (*InDesign, InCopy, Photoshop, Acrobat DC*)
- WebEx, Adobe Connect
- Google Suite (*Docs, Sheets, Slides, Contacts, Calendar*)
- Wix Web Design
- Cvent Event Management
- Facebook, Instagram, LinkedIn, Twitter

**EDUCATION**

**B.A., Washington and Lee University**, Lexington, VA 24450  
**Major:** Political Science, Theater Arts (Double Major)

**CERTIFICATIONS**

- **Certified Government Meeting Professional** (December 2010), *Society of Government Meeting Professionals*, Alexandria, VA 22314
- **Inbound Certification** (October 2016), *HubSpot Academy*, Cambridge, MA 02141

**AFFILIATIONS**

- Society of Government Meeting Professionals (SGMP), **Member** (2008 – Present)
- Convention Industry Council (CIC), **Member** (2008 – Present)
- American Marketing Association (AMA), **Member** (2008 – Present)

**ADVISORY  
BOARDS AND  
LEADERSHIP  
ROLES**

- ESRD National Coordinating Center, National Patient and Family Engagement Learning and Action Network (NPFE-LAN), **Subject Matter Expert**, January 2019 - Present
- Quality Insights ESRD Network 5, Patient Advisory Committee (PAC), **Member**, October 2018 - Present
- Quality Insights ESRD Network 5, **Subject Matter Expert**, October 2018 - Present
- American Kidney Fund (AKF), **Kidney Health Educator/Volunteer**, May 2018 – Present
- United Network for Organ Sharing (UNOS), **Ambassador**, July 2016 – Present

**AWARDS AND  
RECOGNITION**

- **Rance R. Willis Planner Development Scholarship**, Society of Government Meeting Professionals Gilmer Institute, April 2013
- **2007 Spotlight Awards: Print, Video & Web Communications Competition Gold Award for Excellence in the Development of National HIV Testing Mobilization Campaign Materials**, League of American Communications Professionals, September 2008