

# BRIGETTE MCCOY

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## TRAINING LEADERSHIP

Accomplished Nonprofit **Executive** training and development over 12 years of experience transforming grassroots start up organizations into thriving, impactful entities through innovative technology strategies and tech enabled processes. Subject matter expert in training and development, community relationship building, board/employee relations, leadership, and creative sourcing. Army Veteran with proven success and strong commitment to veteran's affairs, advocacy communications, instructional design, executive public speaking, workshop facilitation, policy development, media and public relations, fundraising and development. Diverse industry and functional expertise with a tenacious commitment to driving mission, goals and increasing awareness of key platforms for .

## AREAS OF EXPERTISE

| Vocational Development | Mentoring | Program development |  
Public Speaking | Educational Technology Planning | Stakeholder Engagement  
| Entrepreneur Development & Advocacy | Volunteer Recruitment  
| Training & Workshop Development | Social Media Management |  
Instructional Design Technology Strategies | E-Learning Design & Development |  
US Army Veteran

## SELECT ACHIEVEMENTS

- 2020 Congressional Medal of Honor Community Service Awardee
- 2014 Inspiring Women Award from WNBA's Atlanta Dream for dedication to work, family, and community
- 2014 Distinguished Veteran Hero Award by the Veterans Affairs Advisory Board of DeKalb
- 2014 Initiated Women Veteran National Conference Governor Proclamation for Women Veteran in Georgia
- 2013 Honored Veteran by the Strategic Air Command Veterans Association
- Featured speaker NBC, ABC, NPR, CNN, MSNBC, Huffington Post for veteran women topic contributions.
- 2013 and 2014 Subject Matter Expert for Congressional Testimony and Capitol Hill Media Presentations.
- National Panelist for Women, Diversity, Veteran, Disability and Public Health topics
- 2014 Charter Member Women In Defense Atlanta GA
- 2014 Charter Member Commission City of Atlanta Veterans Affairs
- 2012 Art Reach Project America Trainer Certification
- 2012 Toastmasters International Charter Member Decatur GA
- 2011 Service When Women Come Marching Home documentary national screenings
- 2011 Guest Host for Local SouthEast TV and documentary subject and interviewer
- 2009 Establishment of Women Veteran Online Community Network

## PROFESSIONAL EXPERIENCE

### **WOMEN VETERAN SOCIAL JUSTICE, Atlanta, GA**

**2008-Present**

#### **Founder/Executive Director/CEO**

Direct a nonprofit, volunteer organization focused on training, developing, advocating, and empowering women veterans to reintegrate into civilian life. Educational programming for clients on self-advocacy and self-empowerment. Technical advisement and training resources to launch nonprofits and partnerships with other services. Established a comprehensive network with veteran service organizations and nonprofit religious and nonpartisan organizations to enrich and care for veteran women using education technology and networking systems.

- Founded Women Veteran Social Justice through innovative concepts and processes utilizing social media, Web 2.0 tech enabled tools and mobile device communication in 2008 utilizing education technology pedagogical principles.
- Developed, hosted and launched two nationally recognized educational institutes supported women veteran conferences.
- Developed and administered outreach to 1500 women veteran with awareness and pinning programs.
- Developed and administered hygiene care and gift card programs to more than 400 women veteran annually.

- Designed and launched the WVSJ Network Challenge Coin in 2013 for women veteran acknowledgement.
- National media platform presentation for corporate organization and community initiatives.
- Executed social media strategies to educate the women veteran population regarding key community and federal resources.
- Spearheaded inaugural national live and online training initiatives for women veteran.
- Designed, implemented and administered women veteran retreats.
- Development of a peer administered leadership program for executive advancement of women veteran.
- Produced live and on-demand veteran digital training programming via a joint effort between WVSJN and Kennesaw State University.
- Developed cutting-edge tech-enabled resources to support women veteran outreach, training, research, analysis, and strategic planning resulting in supporting 5 national programs partnerships.
- Raised over \$20,000 in corporate funding for inaugural conferences and retreats.
- Developed donor and sponsor relationships in total of over \$100,000 in kind annual donations for events and programming.
- Developed, implemented and administered WVSJ Network programming, events and branding.
- Developed, implemented and administered peer directed fundraising programs using tech enabled communication and outreach.
- National collaboration agreements with well established non profit organizations supporting women veteran initiatives.
- Advocated on equal access to VA care and services for women veterans, military sexual trauma (MST), post-traumatic stress disorder (PTSD), suicide prevention and family education, and alternative therapeutic health modalities.

**GEORGIA STATE UNIVERSITY, Atlanta, GA**

**8/2018-Current**

**Graduate Research Assistant**

- Program Support President and Staff of Student Success Department 2018-2019
- Teacher Assistant WomenLead Business JMack Robinson School of Business Program 2020
- Archivist and Exhibits GSU Library Special Collections 2021
- Researcher Professor Adviser research support 2021

**Executive Board Member Service, Atlanta, GA**

**2008-2020**

- CEO Women Veteran Social Justice Network 2008-Current
- Georgia State University Veteran Employment Grad Student Member 2021
- Chair City of Atlanta Veteran Affairs Commission 2020- Current
- Federally Employed Women Diversity and Inclusion Committee Chair 2018- Current
- Executive Board Member Protect Our Defenders 2018- Current
- Scholarship Chair National Association of Black Military Women 2018-current
- Vice-Chair City of Atlanta Veteran Affairs Commission 2014- 2020
- Board Advisor Service Women Action Network Military Women's Coalition 2017-2018
- Vice Chair Federally Employed Women Diversity and Inclusion Committee 2016-2018
- Vice President Warrior Songs Arts and Music Non Profit organization 2014-2018
- Board Advisor The War Horse Journalistic Non Profit Organization 2016-2018

**Military Experience**

**Data Telecommunications Systems Operator**, Zweibrucken, Germany, 1987-1991, *Honorable Discharge Good Conduct Medal*

**EDUCATION**

**Ph.D. Instructional Technology** Georgia State University May 2024

**Masters Certificate Disruptive Innovation and Entrepreneurship** May 2021

**Masters of Science Instructional Design** Georgia State University Atlanta GA May 2020

**Research Data Services Data Certified** Georgia State University Atlanta, GA December 2020

**courses M.S., Education Design & Media Technologies**, Full Sail University, Winter Park, FL

**M.S., Theology Pastoral Counseling; Clinical Ministry minor**, Restoration Theological Seminary, Morrow, GA

**RBC Centura** Financial Services Sales Training Greenville SC

**B.S., Psychology**, University of North Carolina at Charlotte, Charlotte, NC

**A.A.S., Medical Office Administration**, Gaston College, Dallas, NC

**Certificate of Data Processing Technology/Data Telecommunications Training** Army Signal Corp

## CERTIFICATIONS

Certified John Maxwell Coach  
Art-Reach Project America Trainer Certification

## TECHNICAL SKILLS

IBM Articulate  
360, Articulate Rise,  
MacOS X (iPhoto, Keynote, Pages, Numbers, Garageband, iMovie), Adobe CS

## PROFESSIONAL AFFILIATIONS

Women Veteran Social Justice Network (Founder)  
Minority Veterans of America (Member)  
City of Atlanta Veteran's Affairs Commission (Chair)  
Protect Our Defenders (Board Chair)  
Federally Employed Women (Past SE Region Diversity & Training Co-Chair/Treasurer & National Partner)  
AARP GA (Member & Partner)  
Warrior Songs (Past Vice President & Advisor & National Partner)  
Iraq and Afghanistan Veterans of America (Past Georgia State Steering Committee Member)  
AMVETS Post 44 (Past Committee Vice Chair)  
The War Horse (Past Advisor on Women Veteran's Coverage)  
Vietnam Veterans of America  
AAPD Member  
Non Profit Leadership Member  
The PH.D Project Alum 2020  
VWISE Alum 2012

## PUBLICATIONS

**McCoy B** and O'Hara C (2016). WVSJ and digital social impact: creating online community networks and using mobile technology. The American Institute of Stress Combat Stress. 5(1), 61-66.

**McCoy B** and O'Hara C (2016). Overcoming military sexual trauma: moving forward through identification, connection, and empowerment. The American Institute of Stress Combat Stress. 5(1), 66-72.

## Presentation and Testimony

**2011 US Vets Keynote Speaker Women Veteran Conference** Los Angeles California

**2011 US Congressional Symposium on Women Veteran Panelist** Washington DC

**2012 US Surgeon General Suicide Prevention Task Force Speaker** Washington DC

**2013 Women Veteran Interactive Presenter Women Veteran Summit** Maryland

**2013 US Congress Subcommittee Senate Armed Services Committee's subcommittee on personnel** Washington DC

**2014 WVSJ Network National Women Veteran Conference Host/ Keynote** Georgia Tech University Research Center  
Atlanta GA

**2014 Emory University Guest Lecture Men Stopping Violence** Atlanta GA

**2015 WVSJ Network National Women Veteran Conference Host/Keynote/Lead Presenter Kennesaw State University Atlanta GA**  
**2016 IGNITE Aspiring Women Veteran and Military Spouse Entrepreneurs Business Panelist Savannah GA**  
**2017 VA National Women Veteran Summit Presenter Houston TX**  
**2017 Women Veteran Alliance UnConference Speaker California**  
**2018 IVMF Focus Forward Fellowship Women Veteran Student Mentor Colorado State University Cohort Colorado**  
**2018 Duquesne University Moral Injury Conference Presenter Pittsburg Philadelphia**  
**2018 Federally Employed Women Atlanta Chapter Technology Training for Virtual Work Offices Atlanta, GA**  
**2019 US Congress Committee on Veteran' Affairs Subcommittee on Health United States House of Representatives House Hearing on Cultural Issues Impacting Women Veteran witness. Washington DC**  
**2019 Valdosta State University Guest Lecture**  
**2019 Federally Employed Women Regional Conference Keynote and Panelist Generational Cultural Competence in the Workplace Atlanta GA**  
**2019 Americans For the Arts Workshop Presenter Women Veteran Leaders in The Arts Twin Cities Minnesota**  
**2019 Georgia State University Graduate Research Assistant Course Lecture**  
**2020 Online MISSN Women Veteran Moral Injury Conferences Spring, Summer Fall Sessions**  
**2020 Emory University Women Veteran Panel Moderator and Keynote**  
**2021 Online MISSN Moral Injury Conferences**

## **Awards**

2020 Congressional Medal of Honor Society Civic Service Medal  
2019 Georgia State Department of Behavioral Health and Developmental Disabilities Agency Award Cultural Competence  
1990 Army Good Conduct Medal  
1990 Army National Defense Service Medal