

Beth Chernes

CONTACT

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🏠 Palm Harbor, FL

EDUCATION

JURIS DOCTOR

2008

University of Kentucky,
College of Law
Lexington, KY

BACHELOR OF ARTS: POLITICAL SCIENCE & RELIGION

2005, *Summa Cum Laude*

University of Florida
Gainesville, FL

TECHNICAL SKILLS

Operating System: Windows 10, Mac OS X

Tools: Microsoft Office Suite, Google G Suite, Adobe

Photoshop, Adobe InDesign, Canva, DonorView, NewOrg

Social Media: Facebook, Twitter, Snapchat, Instagram, YouTube, LinkedIn

Social Media Management: Hootsuite, Buffer

Project Management: Slack, Asana, Trello

Website Management: WordPress, Wix.com

Email Marketing: Survey Monkey, MailChimp, Constant Contact, GetResponse, Copper CRM, Hubspot CRM

ABOUT

Detail-oriented freelance writer and communications strategist with over 10 years of experience communicating directly with the public. Proven success in content creation for blogs, websites, and marketing materials. Specializes in improving brand awareness through content marketing and innovative social media strategies.

PROFESSIONAL SKILLS

SEO

Web Content Development

Project Management

Social Media Strategy

Editing

Proofreading

Media Relations

Creativity

Digital Engagement

Email Marketing

Strategic Thinking

Research

EXPERIENCE

THE ROOT AGENCY

Development & Communications Strategist | (Contract) July 2019 - March 2020

- Worked closely with the CEO of a nonprofit consulting agency to research, identify, and execute business and communications initiatives.
- Reviewed and edited webinar materials and associated email marketing campaigns, leading to a 25% increase in revenue in 2019.
- Designed, reviewed, and managed social media content on multiple channels.
- Developed and edited print and digital deliverables for client fundraising appeals.
- Maintained The Root Agency's website, updating and editing content.
- Created a communications and social media strategy action plan for The Root Agency to grow clientele by 35%.

LEEPA-RATTNER MUSEUM OF ART AT ST. PETERSBURG COLLEGE

Communications Specialist | (Contract) October 2018 - June 2019

- Collaborated with museum departments to assist with the planning and execution of special events, education programs, fundraising campaigns, and exhibitions.
- Generated public awareness by writing and distributing press releases increasing media coverage by 33%.
- Drafted content for fundraising and membership appeal letters and print collaterals.
- Managed and created all social media content and graphics across multiple platforms.
- Edited and designed print materials including brochures, invitations, and a quarterly newsletter.
- Reviewed and edited all print materials and exhibition signage for correct grammar, spelling, and general best practices.
- Wrote and distributed monthly online newsletter emailed to 1,500+ recipients.
- Oversaw and maintained the museum's website, updating content.
- Launched the museum's participation in the Pinellas Public Library Cooperative "Museum Pass Program," expanding museum attendance by 100 visitors monthly.

PROFESSIONAL MEMBERSHIP

PUBLIC RELATIONS SOCIETY OF AMERICA
Tampa Bay Chapter

CERTIFICATIONS

HUBSPOT ACADEMY
Inbound Marketing
Content Marketing

HOOTSUITE ACADEMY
Social Marketing

ST. PETERSBURG COLLEGE, WORKFORCE INSTITUTE
The Epitome of Leadership Series

NONPROFIT LEADERSHIP CENTER
Florida Excellence in Volunteer Management Training

WORKSHOP SPEAKING ENGAGEMENT

Increasing Parishioners & School Enrollment Through Community Relations. (2020). Co-authored and presented at the Community Relations Workshop for Parishes and Schools, sponsored by the Diocese of St. Petersburg & The Tampa Bay Lightning.

HABITAT FOR HUMANITY OF PINELLAS AND WEST PASCO COUNTIES

Volunteer Relations Manager | January 2017 - October 2018

- Utilized persuasive communication and marketing techniques in all volunteer recruitment efforts at the second largest Habitat for Humanity affiliate, with over 8,000 volunteers annually.
- Increased the volunteer force by 26% in 2017 through successful event planning, recruitment, and retention efforts.
- Attended over 40 public speaking engagements annually to educate and influence the public, and strengthen relationships with key stakeholders in the community.
- Drafted all volunteer appeal campaigns and reviewed all associated email and web content to ensure use of proper grammar, spelling, and flow.
- Designed print materials used in volunteer trainings and at community events.
- Recruited, coordinated, and managed groups of up to 30 volunteers at over 50 fundraisers and special events annually.

FLORIDA DEPARTMENT OF HEALTH

Master Adjudicator of the Medical Disability Program | June 2013 - January 2017
Medical Disability Program Specialist | March 2009 - June 2013

- Promoted due to superior performance and leadership skills.
- Team Lead to a unit of 8 Medical Disability Program Specialists; reviewing work product, mentoring, and guiding them to exceed performance goals.
- Communicated daily with Florida citizens explaining procedures, addressing concerns, and gathering information.
- Researched, interpreted, and applied federal policy to written legal decisions.
- Awarded by the Federal Disability Quality Branch with an "Acknowledgement of Particularly Outstanding Action" for exceptional quality and accuracy of policy research and writing.

VOLUNTEER EXPERIENCE

JUNIOR LEAGUE OF CLEARWATER-DUNEDIN

Communications Committee Co-Chair | June 2019 - Present

- Head a 10-member committee of the Junior League of Clearwater-Dunedin, a women's volunteer organization, managing all marketing and communications initiatives.
- Instrumental in launching the new League website on WordPress in 2019. This included migrating data, coding HTML, and working closely with the developers.
- Awarded the "Volunteer of the Year Award" for 2018-2019. This award is given in recognition of a member's dedication to the League and spirit of voluntarism.

Communications Committee & Nominating Committee | January 2017 - May 2019

- Assisted in the creation and distribution of regular press releases.
- Created and executed a social media marketing plan for The Scot Shop, the thrift shop which funds community efforts of the Junior League of Clearwater-Dunedin.