

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.

PROFESSIONAL SKILLS

SEO
Web Content Development
Project Management
Proofreading
Copywriting

Digital Marketing
Content Writing
Research
Editing
Social Media

EXPERIENCE

BETH CHERNES FREELANCE WRITING & COMMUNICATIONS

Freelance Writer & Communication Strategist | March 2020 - Present

- Work with a variety of clients creating web content, blog posts and copywriting.
- Conduct research and interviews needed to create thoughtful and engaging content.
- Utilize SEO best practices for the creation of web content.
- Write, edit and proof content published in various content management systems.

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 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%.
- Managed and created social media content and graphics across multiple platforms.
- Edited and designed print materials including brochures, invitations and newsletters.
- Reviewed and edited all print materials and exhibition signage.
- Wrote and distributed monthly online newsletter emailed to 1,500+ recipients.
- Oversaw and maintained the museum's website, updating content in WordPress.

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

- Marketed 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.
- Drafted all volunteer appeal campaigns and edited all associated email and web content to ensure the use of proper grammar, spelling, and flow.
- Recruited, coordinated, and managed groups of 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

Vice President of Communications | June 2020 - Present

- Led the communications and marketing efforts for the 2021 online fundraiser called The Little Black Dress Initiative, raising over \$31,000.
- Write and distribute press releases to media contacts throughout the year.
- Member of the management team of a nonprofit organization committed to promoting voluntarism and training women to be community leaders.
- Design and execute a marketing plan for all League initiatives and fundraisers.

Communications Committee Co-Chair | June 2019 - May 2020

- Headed a 10-member committee of the Junior League of Clearwater-Dunedin.
- Served as Editor-in-Chief of the yearly League newsletter "Sea Oats."
- 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.