

Becky Haltermon Robinson

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COMMUNICATION PROFESSIONAL
WITH MORE THAN 15 YEARS
EXPERIENCE IN NONPROFIT AND
GOVERNMENT ENVIRONMENTS

Skills

Proficient in Microsoft Word, Excel, PowerPoint, Publisher and Outlook, Adobe Photoshop, DreamWeaver and Acrobat. Comfortable with QuickBooks, Salesforce and Adobe Illustrator, InDesign and Premiere.

Experienced with several content management and electronic newsletter programs including CivicPlus, WordPress, Joomla!, Blogger, VerticalResponse, MailChimp and Constant Contact, and comfortable editing and creating html content.

Proficient in web initiatives and social media including online information dissemination, video, e-newsletters, blogging and microblogging.

Education

THOMAS MORE COLLEGE,
CRESTVIEW HILLS, KY — 2001-2005

B.A., English; A.A., Fine Arts
Graduated summa cum laude

Member in good standing,
Sigma Tau Delta English
Honors Society.

Professional Experience

PUBLIC AFFAIRS COORDINATOR/EDUCATION SPECIALIST — THE SOLID WASTE AUTHORITY OF PALM BEACH COUNTY 2015-2016

Planned and implemented public affairs strategies to raise awareness and change public behavior. Worked independently and closely with a small team to meet tight deadlines. Planned, scheduled and purchased a wide variety of media while keeping consistent messaging and staying within budget. Innovated messaging targeted to television and radio advertisements as well as employee newsletter, public e-newsletter and social media outlets. Used analytics to hone messaging, and explored new tools to increase efficiency. Creatively developed myriad communication media for diverse audiences, including news releases, scripts and virtual tours and lessons. Spearheaded efforts to populate new website while working closely with departments across the organization to ensure effective messaging. Aided in the craft of educational themes, detailing complicated concepts in a comprehensible manner. Provided thoughtful, effective presentations to groups of all ages and backgrounds.

OFFICE MANAGER — LEAGUE OF WOMEN VOTERS OF THE CINCINNATI AREA 2014-2015

Independently managed all aspects of nonprofit office to maximize member influence while responsibly stewarding donations. Innovated and edited marketing and communication materials including newsletters, new media and large-scale publications. Consistently provided stellar customer service while overseeing volunteers to ensure that they do the same. Maintained detailed records and developed meaningful and comprehensible reports. Represented the organization to the public to foster positive community relationships.

COMMUNICATIONS CONSULTANT/COMMUNICATIONS SPECIALIST — SANITATION DISTRICT NO. 1 2011-2013

Assisted with all aspects of public information and outreach, including written, oral and online communication. Researched, composed, designed and edited newsletters, press releases, form letters, news articles, brochures, flyers, fact sheets and web site content. Innovated, tracked and performed outreach presentations to hundreds of children a year. Worked closely with diverse groups and departments to create cohesive and inviting outreach materials on complicated issues. Coordinated with outside designers and website managers to create innovative web tools. Recorded and edited video and audio files for outreach programs. Contributed to the research and design of social media.

PROGRAM COORDINATOR — CLEAN FUELS OHIO 2010-2011

Developed, tracked and implemented statewide grant and information dissemination programs. Worked closely with team to translate organizational goals into messaging. Was responsible for all content of CleanFuelsOhio.org and OhioGreenFleets.org, including informational articles, design, consistency and interactivity. Contributed to social media outreach and managed social networking integration. Wrote and designed electronic newsletter and managed contact databases.

INTERACTIVE COMMUNICATION COORDINATOR — COLUMBUS BOARD OF REALTORS 2009-2010

Planned and coordinated comprehensive communication and information dissemination strategy. Researched and composed informational articles, interviews, advertising copy, tweets, electronic newsletters and press releases that were often published by local and regional media outlets. Created content for, proofread and co-edited trade magazine. Developed and designed web content for ColumbusRealtors.com, including video. Managed social networking presences on Facebook, LinkedIn, Twitter and Vimeo. Wrote and distributed weekly electronic newsletter.

ASSISTANT SOLID WASTE COORDINATOR/SOLID WASTE LITTER ABATEMENT AND EDUCATION COORDINATOR — BOONE COUNTY PUBLIC WORKS, DIVISION OF WASTE MANAGEMENT 2002-2009

Created and managed public outreach, media relations, public education and program development. Wrote articles, brochures, resource guides, newsletters, print ads, monthly newspaper column and public service announcements. Developed and designed content for websites. Created videos for online distribution, and created all content for blog. Developed content, produced and hosted episodes of cable television program. Conducted dozens of public education appearances and seminars.