

Becky Haltermon Robinson

BECKYLHROBINSON@GMAIL.COM

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

Skills

Proficient in Microsoft Office Suite, 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, MailChimp, and Constant Contact, and comfortable editing and creating html content.

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.

Community Leadership

BOARD MEMBER — FRIENDS OF MACARTHUR
BEACH STATE PARK 2020-PRESENT

Set vision and guided execution of new website for small but active nonprofit. Chaired Marketing Committee through redesign of Annual Report. Innovated social media campaigns including the implementation of Giving Tuesday campaign on Facebook.

VOTER GUIDE ONLINE MANAGEMENT COMMITTEE
CHAIR — LEAGUE OF WOMEN VOTERS OF PALM
BEACH COUNTY 2016-PRESENT

Solely managed online voter guide, bringing reliable, nonpartisan election information to approximately 66,000 people in 2020; and 34,000 in 2018.

Professional Experience

PUBLIC INFORMATION OFFICER — PALM BEACH COUNTY PROPERTY APPRAISER'S OFFICE 2020-PRESENT

Responsible for setting and executing overall communication vision, including media relations, marketing, social media, special programs, and all outreach strategies. Directed media relation activities including web, print, and social media. Served as primary media contact and spokesperson while crafting and disseminating resonant news releases and building relationships with reporters. Prepared brochures, newsletters, and presentations to market and effectively communicate services to the public. Managed internal office communication and innovated messaging of office initiatives. Developed daily content for social media while monitoring and responding as needed. Worked with web development team on design and production of office website content. Used analytics to hone messaging, and explored new tools to increase efficiency.

PUBLIC AFFAIRS MANAGER/PUBLIC AFFAIRS COORDINATOR/EDUCATION SPECIALIST —
THE SOLID WASTE AUTHORITY OF PALM BEACH COUNTY 2015-2020

Planned and implemented public affairs strategies to impact 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. Creatively developed myriad communication media for diverse audiences, including news releases, scripts, and virtual tours and lessons. 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 wide range of marketing and communication materials. Provided stellar customer service while seeing that volunteers do the same. Maintained detailed records and developed comprehensible reports. Professionally represented the organization to the public.

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

Assisted with all aspects of public information and outreach. 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. 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 web content, including informational articles, design, consistency, and interactivity. Contributed to social media outreach and managed social network integration. Wrote and designed electronic newsletter and managed contacts.

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, including video. Managed social media. Wrote and distributed e-newsletter.