

# Beth Daniels

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## High Productivity, Low Maintenance

I am a seasoned communications professional with a proven track record for efficient program management, resource leveraging, and team-building. With more than 20 years in multimedia publishing, editorial management, and strategic communications, I can transform your underdeveloped, fledgling, or struggling publishing program into a thriving business asset.

### Specialties

Corporate communications, editorial workflow management, internal communications, multimedia production, online publishing, publications management, social marketing, strategic planning, writing for print and web

### Recent Experience

#### **Deputy Managing Editor** | *AARP Media Properties • Washington, DC | October 2009-present*

Full-time, onsite consultant with AARP's Digital Strategy and Operations. I establish and refine editorial production schedules guiding the online publication team's workflow, producing timelines, tasks, and other tools to ensure deadlines are met in a fast-paced, daily publishing environment.

- Coordinated and supervised migration of more than 90,000 pieces of content from four separate websites for AARP web integration initiative; supervised and managed 11 contractors for duration of project (2009-2010)
- Trained new and current employees on publishing systems: QuickBase (Intuit database and workflow program), Day CQ5 (CMS), and K4 FileManager (software and browser-based document management system)
- Currently developing workflow and calendaring processes for newly-created business division, AARP Media Properties, which includes broadcast, print publications, and online content

#### **Strategic Communication Consultant** | *Washington, DC | February 2009–present*

Developed web, print, member communications and social media plans for nonprofit and corporate clients, including:

- National Recreation and Park Association (Ashburn, VA)
- Living Literature (Providence, RI)
- Cortina Productions (McLean, VA)
- United Educators (Chevy Chase, MD)

#### **Director of Communications**—*United Educators • Chevy Chase, MD • March 2005–February 2009*

Created and executed internal and external communications plan, including publications strategy, message development, and media relations; managed production of print and electronic corporate media, multimedia projects, and corporate identity pieces; oversaw website content, development, and redesign; wrote weekly e-newsletters, tracked web stats, and wrote monthly reports; created and managed department budget; supervised member relations manager, writer-editor, event planner, and webmaster.

- Increased member engagement by 18%
- Added social media tools and developed e-marketing strategies to increase awareness of new products and services; increased website activity by 200%
- Produced and directed five multimedia workshops; developed integrated print and online promotion strategies, driving attendance up 22%

**Manager of Publications**—*Catholic Charities USA • Alexandria, VA • July 2001–December 2004*

Coordinated production of all internal electronic and print publications; supervised editorial staff of quarterly membership magazine; desktop published eight professional interest newsletters, program materials, and marketing pieces; created and managed department budget.

- Unified the design and messaging of the organization's publications
- Developed corporate style guide and internal publications procedures; increased output 25%
- Initiated and supervised redesign of quarterly membership magazine; increased circulation 40%

**Managing Editor**—*National Science Teachers Association • Arlington, VA • May 1999–July 2001*

Reviewed solicited and unsolicited K-12 science book manuscripts for publication and selected short list for director's review; negotiated and drafted contracts with authors; managed copyright process; coordinated and hired freelance writers, reviewers, field testers, editors, and proofreaders; supervised editorial staff; created and managed department budget. Edited 4–5 books per print cycle.

- Streamlined reprint and revision process; established manuscript review procedures
- Tripled book production in the first year

**Other Experience**

- **Intern**—*American Folklife Center, Library of Congress • Washington, DC, March–September 2005*
- **Editor/Research Analyst**—*Consultant • Washington, DC, January 1995–May 1999*
- **Research Assistant**—*The American University • Washington, DC, August 1994–June 1996*
- **English Language Instructor**—*English Language Institute • American University in Cairo, August 1991–May 1993*

**Skills**

Adobe Acrobat, Adobe Creative Suite, Agile Project Management, Audacity, Confluence, Day CQ5, Endeca, Google Analytics, HTML, JIRA, K4 Filemanager, Mac OSX, Microsoft Office, Moveable Type, Omniture, QuickBase, SharePoint, Windows, WordPress, XML for podcasting

**Education**

- Doctoral Fellow, Sociology: Justice, The American University, Washington, DC (1994–1996)
- M.A., Teaching English as a Foreign Language, American University in Cairo, Egypt (1993)
- B.A., Linguistics, University of California at Berkeley, Berkeley, CA (1991)

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