**Beth Black**

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**EDUCATION**

**B.A., English 2005**

*University of California, Irvine*

* Emphasis in Creative Writing
* UCI Humanities Dean’s List habitually
* Straight-A performance in Literary Journalism studies
* Editor, UCI Undergraduate Research Opportunities Program (UROP) Journal
* Two-plus years as columnist for UCI’s campus newspaper, New University

**Ryan California Multiple Subject Teaching Credential 1981**

*California State University, Fullerton*

* Student taught third grade featuring solar system science unit
* Student taught sixth grade featuring mock archeological dig

**B.A., Social Ecology 1979**

*University of California, Irvine*

* Emphasis on human development research
* Contributor, UCI’s campus newspaper, New University

**PROFESSIONAL EXPERIENCE**

**Content Specialist 2022-Present**

*Colliers*

* Refined national communications messaging, especially national awards nominations, as an on-staff writer/editor, style guide stakeholder, and member of Colliers’ National Communications Team
* Increased Colliers’ employer brand positioning through national-level awards recognition by 9% YoY through engaging, well-crafted nomination essay submissions
* Won national award for Colliers as GlobeSt.’s Best Places to work, two consecutive years, through professionally crafted nominations writeups

**Consultant/Writer 2021- 2022**

*Colliers (via Robert Half)*

* Increased Colliers’ national brand engagement by composing persuasive web copy, newsletters and case studies detailing complex negotiations for multiple target audiences
* Collaborated with SMEs and researched various commercial real estate functions to provide tailored messaging across industry’s multichannel content
* Sustained national and global brand voice consistency across all communications, PR/marketing, collaborating with internal stakeholders via SharePoint, Teams, Zoom, Google Docs, MS Office, Outlook, Hootsuite, etc.

**Freelance Writer 2012 - 2021**

*United Services Trust, Pedego Electric Bikes, Honda Federal Credit Union*

* Improved online engagement for United Service Trust (UST) national nonprofit with multichannel efficiency via blog posts, website copy, social media content, employer guides and podcasts
* Supported Pedego Electric Bikes’ initial brand architecture, followed by development and expansive engagement with professionally crafted public relations and marketing content.
* Skyrocketed Pedego Electric Bikes’ corporate sales and national brand engagement via exceptional national advertising campaign when selected out of 200,000 entries in Time Warner Cable Business Class essay competition
* Supported Honda Federal Credit Union’s client-forward branding through mass emails and web content focused on accessible and inviting financial education.

**Staff Writer & Associate Editor 2006 - 2012**

*Toastmasters International World Headquarters*

* Engaged a global audience with inspirational and informational content as Toastmasters International World Headquarters on-staff writer and associate magazine editor
* Escalated global educational outreach through writing and editing of Toastmasters International’s educational program content on public speaking, interpersonal communications and leadership
* Accelerated Toastmasters International’s global web traffic with strategically targeted scripts for website marketing videos

**PORTFOLIOS**

**PracticalPoet.com**

*Corporate communications, videos (from my scripts), journalism, marketing and PR*

**BethScape.com**

*Fiction work, including comics, short stories and novels*

**KEY COMPETENCIES, CERTIFICATES, AWARDS & HONORS**

* Brand voice consistency, AP and other styles, creative storytelling, CTA development, SEO writing, digital platform writing, corporate style guides, SME In interviews, research, project management balancing multiple deadline-driven assignments.
* Apple/PC; MS Office Suite, Google Docs, Teams, email, CMS – WordPress (Wix, GoDaddy), Canva, Hootsuite, multiple social media platforms, apps, AP Style and more.
* California Ryan Multiple Subject Teaching Credential
* Toastmasters Competent Communicator Certificate
* Portfolios at PracticalPoet.com (corporate) and BethScape.com (fiction)
* Fade-In Award Winner
* Pushcart Prize nominee
* Town and Gown Scholarship (academics and leadership award)
* Undergraduate Research Project Grant (short story collection)