

## BETH HAMMOND

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### CAREER SUMMARY

Marketing and communications leader with passion and proficiency for non-profit development and communication campaigns. Documented success at driving strategic vision to increase awareness and philanthropic support. Well-adept at fostering teamwork and alignment from planning to execution of mission-based programmatic initiatives. Effective storyteller with the ability to develop engaging messaging tailored to specific audiences.

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### PROFESSIONAL EXPERIENCE

#### Living Well Group

*Executive Director*

**Burlington, Vermont**

*November 2021 – Present*

- Drive the strategic vision by coordinating with the board to identify opportunities and steady the organization in the face of critical staffing shortages.
- Empower teammates to lead critical departments through training and mentorship while assuring them their contributions are making a difference.
- Stabilized the organization fiscally by working with the Director of Finance to prepare audit materials, a sustainable budget, and short and long-range projections.
- Enhanced engagement by overseeing the redesign of the organization's website, logos, and social media content while projecting a message of stability.

#### Heineberg Community Senior Center

*Executive Director*

**Burlington, Vermont**

*September 2016 – November 2021*

- Reinvented the community center by building diverse community partnerships and programs that reinforced participants' mental, physical, and emotional well-being.
- Generated critical funds by planning and executing a variety of appeal campaigns, grants, and fundraisers including the Walk of Ages event.
- Managed public relations efforts by writing media releases, success stories, pitched story ideas, and acted as spokesperson for our Center.
- Created and maintained website and social media pages, electronic newsletters, and publications.
- Successfully implemented the following COVID response programs and partnerships:
  - Created **"Support Buddies" program** and recruited volunteers to offer wellness calls, emotional support, and grocery deliveries to over 300 homebound seniors.
  - Partnered with **UVMHN Home Health and Hospice** to offer preventative clinical services at our Center.
  - Partnered with **UVM Health Network** to become the first official telehealth site in Burlington.

#### Cathedral Square /SASH (*Support And Services at Home*)

*Marketing Communications Manager*

**South Burlington, Vermont**

*July 2013 – September 2016*

- Designed and wrote copy for annual appeals, advertising, and marketing campaigns.
- Developed conference schedules and created promotional materials for statewide events.
- Developed and managed a quarterly email newsletter and provided monthly updates to share success stories with the community.
- Created online database, message boards, and intranet site for SASH partners statewide to effectively communicate and have readily available access to tools and resources.

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### Marketing Communications and PR Consultant

January 2004 – July 2013

- Managed social media and marketing communications campaigns for a variety of clients, including Make-A-Wish Vermont and Burlington Partnership for a Healthy Community
- Wrote and distributed news releases and article ideas and acted as media contact.
- Designed and wrote copy for brochures, annual reports, newsletters, success stories, infographics, websites, and advertisements.
- Managed and promoted special events and fundraisers, including mail and email campaigns and event logistics.

### Xanoptix (*Acquired by Cubic Wafer*)

Merrimack, New Hampshire

Marketing Communications Manager

March 2000 – January 2004

- Attracted investors through the production of engaging advertisements, data sheets, brochures, product videos, and email campaigns.
- Fostered strong working relationships with various media contacts while maintaining accountability for all press releases and storytelling.
- Planned, organized, and managed trade shows including booth design, staffing, and training employees and partners on how to represent Xanoptix professionally at all times.

### COMPUTER SKILLS

MS Office 365, G-Suite, Adobe Creative Suite (Photoshop, InDesign, Audition, Illustrator, Dreamweaver, Flash), Constant Contact, JotForms, QuickBooks, WordPress, Obvibase, Hootsuite social media monitoring software, and Little Green Light donor management software.

### EDUCATION

#### Northeastern University

Boston, Massachusetts

*Bachelor of Science in Business Administration*

June 1997

**Dual Major:** Marketing Communications and International Business

GPA 3.4

### VOLUNTEER EXPERIENCE

#### NH Department of Health & Human Services

Concord, New Hampshire

Volunteer Ombudsman

2003 - 2005

#### Families in Transition – United Way

Boston, Massachusetts

Activities Assistant/Tutor

1998 –2000