

BETH HAMMOND

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PROFESSIONAL EXPERIENCE

Living Well Group (Assisted Living Facilities)

Executive Director

Burlington, Vermont

November 2021 – Present

- Drive the strategic vision by collaborating with the board to identify growth opportunities.
- Develop key strategic communications, including writing and editing annual reports, fundraising appeals, and donor updates.
- Foster leadership and ensure equitable practices across the organization through employee training, mentorship, and recognition of staff contributions.
- Streamline operations by guiding managers across the organization in the implementation of updated policies and procedures.

Heineberg Community Senior Center

Executive Director

Burlington, Vermont

September 2016 – November 2021

- Reinvented the community center by building diverse partnerships and programs that reinforced participants' mental, physical, and emotional well-being.
- Managed daily operations, including budgeting, administrative policies, building maintenance, and human resources.
- Managed public relations efforts by writing press releases and success stories, pitched story ideas, and acted as spokesperson for our center.
- Created and maintained website and social media pages, electronic newsletters, and publications.
- Generated critical funds by planning and executing a variety of appeal campaigns, grant funding opportunities, and fundraisers, including the Walk of Ages event.
- Uplifted 300+ homebound seniors during the pandemic by recruiting and training volunteers to offer wellness calls, emotional support, and grocery deliveries.
- Partnered with UVM Health Network as the first telehealth site in Burlington.

Cathedral Square/SASH

Marketing Communications Manager

South Burlington, Vermont

April 2013 – September 2016

- Orchestrated public relations efforts, including press conferences and media events.
- Designed an online database, message boards, and intranet site for streamlined partner communication and resource sharing.
- Designed and updated websites, annual appeals, property brochures, and advertising.
- Managed conference schedules and created promotional materials for events.
- Developed and managed a quarterly email newsletter and provided monthly updates to share success stories with the community.

Marketing Communications and PR Consultant

January 2006 – April 2013

Clients included: Make-A-Wish Vermont, Burlington Partnership for a Healthy Community, EdgeTech Technology, Molex Fiber Optics, Sweetwaters Bistro, and Getman, & Schulthess Law Firm.

- Managed social media and marketing communications campaigns.
- Wrote and distributed press releases, pitched story ideas, and served as media liaison for all clients.
- Designed and created copy for brochures, annual reports, newsletters, success stories, infographics, websites, and advertisements.
- Managed and promoted special events and fundraisers, including email campaigns and event logistics.

COMPUTER SKILLS

MS Office 365, Google 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

VOLUNTEER EXPERIENCE

NH Department of Health & Human Services

Concord, New Hampshire

Volunteer Ombudsman

2003 – 2006

Families in Transition – United Way

Boston, Massachusetts

Activities Assistant/Tutor

1999 – 2002