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**11 years in corporate and nonprofit communications** + Master's in Strategic Communications

## WORK EXPERIENCE

March 2012 – September 2016                      Breaking Ground [housing nonprofit]                      New York, NY

### **Communications Director, External and Employee Affairs**

- Increased organization's storytelling capacity (including profiles of formerly homeless tenants), by strengthening relationships with other departments, creating new processes, and training staff
- Managed organization's social media, including Facebook, Twitter, and Instagram
- Maintained annual editorial calendars, writing news, human interest stories, and annual reports
- Improved fundraising by adding email and social media follow-ups to direct mail letters
- Directed work of outside contributors, including our P.R. agency, SEO consultant, and web designer
- Assisted with crisis communications around a Legionnaire's disease outbreak that affected our tenants
- Led 25th anniversary rebranding project, which won second place for [Best Brand Evolution Award](#)
- Implemented staff intranet, leading to higher employee satisfaction and *Best Companies in NY* award

November 2005 – August 2011                      Rogers Communications                      Toronto, Ontario

*Three progressively more senior communications roles at Canada's largest telecommunications company*

### **Senior Manager, IT Communications Planning**

- Created dashboard to report on the status of the top 25 concurrent projects for executive leadership
- Managed \$4M staffing budget

### **Communications Lead, Business Transformation program**

- Advised project leaders on communications matters through an ambitious multi-year systems upgrade
- Wrote blog posts, coordinated events and feedback sessions to keep employees informed and happy

### **Internal Communications Manager**

- Advised senior leadership on communications strategies
- Forged strong relationships with influential internal stakeholders
- Managed a webmaster and writer/translator and a bilingual intranet for a call center of 400 employees
- Boosted our division's participation in annual employee survey by 11% to the highest in company

2003 – 2005    Other relevant experience    Toronto & Montreal

Volunteered doing PR for the International Association of Business Communicators (IABC) (2005)

- Pitched stories to increase profile of local chapter of IABC and drive membership
- "Communications report card" pitch was picked up by local national public radio affiliate

Worked as Researcher and Publicity Coordinator for documentary filmmaker Alan Handel (2003-2004)

- Assisted in all aspects of preproduction of Emmy-winning *How William Shatner Changed the World*
- Researched, wrote, and translated "sell sheets," press releases, and website content

## EDUCATION

2011 - 2014	Columbia University	M.S., Strategic Communications	New York, NY
2007 - 2009	University of Toronto	Media Relations Certificate	Toronto, Ontario
1998 - 2003	McGill University	B.A., English Literature & Urban Studies	Montreal, Quebec