



JEREMY BEALE

*Multi-Media and Marketing
Professional*

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Skills

DIGITAL MEDIA PRODUCTION

Skills: Photography, Video Production, Graphic Design;
Software: InDesign, Photoshop, Premier, Illustrator, InShot, Canva

NEWS WRITING & EDITING

AP Style, Grammarly

WEBSITE DEVELOPMENT

Platforms: WordPress, SharePoint, Drupal;
Skills: Search Engine Optimization, Google AdWords, Microsoft Power BI

EVENTS PLANNING AND MANAGEMENT

Skills: Vendor Procurment and Contracting, Venue Prep, Event Promotion, Ticketing, Sponsorship, Community Engagement, Event Operations, Media Support and Operations

SOCIAL MEDIA MANAGEMENT

Platforms: Facebook, Twitter, Instagram, Youtube;
Publishers: Hootsuite, Meta;
Skills: Producing and Analyzing Metrics, Organic and Paid Promotion

Email and sms marketing

Platforms: Act-on, Constant Contact, MailChimp, Survey Monkey, Public Input; **Skills**

PUBLIC SPEAKING AND PRESENTATION PREP

Skills: PowerPoint, Prezi, Canva

Education

LIBERTY UNIVERSITY, Lynchburg, Virginia

08-2010 - 01-2015

Bachelor of Science: Communications Journalism
specializing in Print and Digital Media

Summary

Successfully published writer, editor and multi-media specialist seeking public affairs, communications and media management opportunities that will enable me the capability to leverage more than a decade of communication experience.

Work Experience

2022-01 - 2023-06 Communications Analyst II

Fairfax County Public Works & Environmental Services, Fairfax, VA

- During my time with Fairfax County Government, I helped the department increase and unify their social and digital media platform by utilizing integrated marketing strategies and building professional relationships with their four business areas:
- Capital Facilities, Solid Waste, Stormwater and Wastewater, which led to the successful creation of dynamic photos, videos and stories which increased the department's social media publishing rate by more than 53% across all platforms and a substantial increase in reach.
- In addition, I acted as a social media manager for the department.
- In doing so I educated the business areas on how they can maximize the department's outreach by utilizing integrated marketing techniques and implementing communications plans based upon analytics, demographic reports and customer feedback.
- I also produced weekly articles for the internal department blog and consistently created some of the highest viewer metrics per article.
- Before leaving I also acted as a lead creator for e-mail marketing customer surveys.

2019-09 - 2021-12 Communications Manager (Senior Communications Analyst)

Prince William County Animal Control Bureau, Manassas, VA

- During my time here I was able to contribute to the 85 percent live release rate of animals (a 20 percent increase from years past) by creating and sharing engaging content about the Animal Shelter and Animal Control Officers.
- In addition, I organized more than 20 events per year which contributed to increased adoptions and lead to approximately a dozen new partnerships.
- The bureau also experienced a 30 percent increase in social media engagement with a increased social media presence of approximately 15 percent in my first year.
- Much of this can be attributed to my pursuit to rebrand the bureau and provide an increased presence within the community.

2018-03 - 2019-09 Communications Manager

Middle Atlantic Section PGA Of America, Stafford, VA

- As the Communication Manager my primary responsibilities includes providing internal communication to the Section Membership, as well as provide external communication with engaging public relations and marketing material.
- My job heavily relied on keeping the Website (MAPGA.com) and Social Media accounts updated as well as working with e-mail and text marketing software to ensure important information got to the membership.
- In this role I also travel to tournaments, meetings and educational events to provide digital media coverage.
- I increased Social Media Engagement by more than 50 percent and brought in more than 800 New Followers.
- I also reimaged their E-Magazine adding more content and more advertisements resulting in a 20 percent increase in readership.

2017-02 - 2018-02 Public Affairs Staff Writer

Northern Virginia Media Services, Marine Corps BASE, Quantico, VA

- I produced more than 100 bylines building public awareness aboard Marine Corps Base Quantico by researching, analyzing, writing and photographing all aspects of Marine training, education, volunteerism and community life.
- My work was featured on the Department of Defense news page, ESPN and local community newspapers spanning Prince William and Stafford Counties and newspapers and magazines within the Capital Beltway.
- I helped increase publication engagement by two million views per month and averaged more than 500,000 unique visitors to the website per month.
- During my time on base the Marine Corps Base Quantico Facebook page witnessed an increase of 6,000 followers.
- My articles also received an average of 13,000 unique visitors.

2015-11 - 2017-02 Assistant Store Manager

Abercrombie & Fitch, POTOMAC MILLS, VA

- As a store manager I ran a high volume popular retail brand; focusing on different key elements such as: business and professional development, associate recruitment and training and metric analysis.
- In order to create a dynamic in-store experience while maintaining store profitability I also was vital in helping promote the brands awareness through strategizing product placement and in-store marketing, while training associates on product knowledge and how to use it to make sales.
- I was also vital in the reorganization of the stock room which led to a increase volume of merchandise being sold from the store.
- Consistently utilizing these business practices led to the store exceeding it's quarterly sales goals by an average of \$90k, a significant reduction in sales associate turnover and the store receiving a customer approval score or customer satisfaction of more than over 85%.

2015-06 - 2015-08 Intern Labor and Business Reporter

Santa Barbara News-Press, Santa Barbara, CA

- Published more than 80 articles, which included 30 front page stories and 25 full page spreads.

- Published work consisted of in-depth articles about labor, non-profit, education and local business across Santa Barbara.

2015-02 - 2015-05 **Intern Features and Executive Profiles Reporter**

Washington Business Journal, Arlington, VA

- Published 30 articles, which included more than 15 front page stories.
- I reported, videotaped and photographed current movers and shakers within the capital region, thus producing visually appealing content for print and digital media.
- The articles surrounded executives in occupations such as information technology and STEM fields, banking, architecture, performing arts, culinary arts, public policy and more, thus creating higher potential for future advertising partners.

2013-04 - 2013-08 **Communications Management Intern**

Web.com your/SALUTE MILITARY GOLF ASSOCIATION, OLNEY, MD

Provided community outreach for the tournament by donating tickets to wounded warrior and veteran organization, prepared graphics and media releases, sought non-monetary donations to support tournament volunteers, led outreach for the youth Drive, Chip and Putt Challenge and engaged with tour professionals and sponsored wounded warriors.