

Beth G. Sanders

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May 2003 - Present
Freelance Writer, Editor,
Digital Communications Strategist
bethgsanders

October 2011 - Present
Marketing Specialist
**Memphis Center for Urban
Theological Studies (MCUTS)**

June 2010 - September 2011
Digital Communications Strategist
Executive Speakers Bureau

November 2010 - September 2011
VP, Marketing & Communications
stiQRd

August 2003 - May 2004
Graphic Designer
Christ United Methodist Church

August 2000 - August 2001
Volunteer Provisional Advisor
Junior League of Memphis

August 1999 - August 2000
Editor, Volunteer Voices Magazine
Junior League of Memphis

Experienced, technology-savvy leader specializing in communications strategy and execution. Writer, editor and digital strategist with excellent interpersonal skills, extensive social networking expertise, a diverse background and the ability to thrive under pressure and meet deadlines.

Professional Experience

- Design, maintain and write content for *bethgsanders.com*
- Design and implementation of websites built on WordPress platform
- Social media strategy and consulting
- Speaking and teaching on social media-related topics
- Currently implementing customer relationship management system (SugarCRM)
- Write copy for advertising, blog and radio spots
- Maintain and update website on WordPress platform
- Administer and provide strategy for social media presence
- Marketing services for prospective student recruitment
- Administered and provided content for accounts on social networking platforms
- Defined social media and content strategy
- Responsible for design, maintenance and content for company blog
- Updated website regularly
- Design and layout of monthly newsletters
- Generated and curated content for social networks for a tech startup company
- Designed, maintained and wrote content for company blog
- Copywriting and editing
- Advised technical team regarding search basic engine optimization
- Design and layout of email communications
- Provided comprehensive graphic design services for a 6000-member urban church
- Advised church staff regarding project design
- Provided staff training and ongoing technical consultation in basic design principles and graphics software applications
- Mentored and trained a group of 12 provisional Junior League volunteer members
- Presented course content at twice-monthly instructional meetings
- Tracked progress and completion of requirements for each group member
- Supervised a 22-member editorial staff
- Generated editorial content for four 80-page issues around a central theme
- Selected and pre-interviewed appropriate professional experts for feature articles
- Assigned feature articles and photography to staff writers and photographers
- Design and layout of entire magazine, provided electronic file for print, worked closely with printer, reviewed proofs

Software Applications & Skills

- Adobe Creative Suite
- WordPress
- Intermediate-level functional knowledge of HTML and CSS
- Microsoft Office
- Apple iWork
- HTML newsletters
- Social networking
- Writing/editing (familiarity with *AP Stylebook*)

Community and Professional Involvement

- **Organizer, WordPress Memphis** • Lead a group that meets monthly to study the WordPress platform
- **Seed Hatchery Mentorship-Driven Seed Stage Investment Program**
Member of inaugural cohort
- **Memphis Social Expedition** • Social media/technology interest group that explores the use of social media in business, charitable work and everyday life
- **BarCamp Memphis 2008 - 2009 - 2010** • Helped plan and execute Memphis' three BarCamp open conferences, November 2008 - 2010
- **SocialCamp Memphis 2009** • Helped plan and execute Memphis' first open conference related to social media
- **Christ United Methodist Church** • Active member and volunteer responsible for administration and content for social networks, missions committee member

Speaking, Teaching and Coaching

- WordPressMemphis, December 2011: *Content: How to Generate it and How to Generate, Organize and Avoid Killing It*
- BarCamp Memphis, November 2010: *Blogging 101*
- Northeast Arkansas Advertising Federation Conference, September 2010: *Blogging for Business: When is a Website Not Enough? Now.*
- Connection2010, a national missions conference in Orlando, Florida, February 2010: *Social Media: The Digital Go*
- BarCamp Memphis 2009: *Blogging 101*
- Ongoing social media consulting and coaching with a variety of small business, nonprofit and religious organizations

Education

- Master of Arts, Audiology, University of Memphis
- Bachelor of Science in Education, Speech Pathology, Arkansas State University

Online Portfolio

- For samples of my work and writing, see *bethgsanders.com*.

Web bethgsanders.com

Twitter [@bethgsanders](https://twitter.com/bethgsanders)

Google+ [gplus.to/bethgsanders](https://plus.google.com/bethgsanders)

LinkedIn [LinkedIn.com/in/bethgsanders](https://www.linkedin.com/in/bethgsanders)