

# BEVERLY E. STONE COMMUNICATIONS

I provide communications support for environmental not-for-profit and private sector clients who need assistance with their digital and print media. I bring clear and concise messaging to all my work that is enhanced by my eye for aesthetics. In addition, my clients often turn to me for identifying cost-effective tools and technical solutions for communications challenges, whether in print or online.

## OBJECTIVE

To provide dynamic communications support that delivers the resources/tools my clients need to achieve their goals and objectives.

## SKILLS PROFILE

- Website development and maintenance including social media, forums and blogs for both internal and external audiences
- Stakeholder outreach with clearly communicated and branded visual electronic and printed messaging
- Publishing/writing/editing and developing graphics, maps, charts, etc. to enhance understanding/accessibility—especially with complicated messages
- Technical problem-solving and development of tools that increase efficiency (e.g., online forms, surveys, intranets, registrations)
- Email campaigns, campaign templates and mailing list management

## EMPLOYMENT HISTORY

Communications Consultant	1997 — Present
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*Environmental organizations/consulting firms and private sector clients in New England and Canada*

- Develop communications tools including websites, speeches, white papers, visual identity (logos, stationary, banners, brochures, ads, slide templates), slideshow presentations, webcasts/live event support, and email campaigns

Marketing and Hazardous Waste Consultant	1983 — 1997
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*Environmental laboratory and consulting firms in New England*

- Matrix Analytical, Inc. - provided sales team support, developed sales and marketing tools, training guides, forms, ads and catalogs as vice president of marketing (1990-1997)
- Resource Integration Systems Ltd. – project management of recycling and solid waste projects (1989-1990)
- GZA GeoEnvironmental, Inc. – project management of environmental assessments, provided field chemistry and supported health and safety programs (1987-1989)
- TRC Environmental, Inc. - project management as well as field chemistry and quality assurance specialist for focused investigation, analysis and remediation of hazardous waste sites (1983 to 1987)

## SOFTWARE

- Illustrator, InDesign, Photoshop (Mac & PC)
- Word, PowerPoint, Excel, Publisher, Visio, Outlook & Access (Mac & PC)
- Third-party Online Email Management (Campaign Monitor, Constant Contact, Mail Chimp)
- Third-party Online Survey Management (Survey Gimzo, Survey Monkey & others)
- Dreamweaver (Mac & PC)
- Open Source Content Management Systems (CMS): Drupal and WordPress
- QuickBooks and Quicken
- Google Analytics

## EDUCATION

B.S. Chemistry, University of Saint Joseph, West Hartford, CT, 1983