

ELENA SHARNOFF

301-830-2326

elena@b-strategic-communications.com

<https://b-strategic-communications.com>

EXPERTISE

Strategy

Strategic planning
Organizational planning
Visioning & Messaging
Branding & marketing
Project management
Program development
Coalition building
Conferences & events

Websites

Site strategy & reorganization
Functionality & forms
Information architecture
Search engine optimization (SEO)
Web project management
Forms & databases
Analytics
Website content

Communications

Feature & news writing
Magazines & brochures
Digital & multimedia campaigns
Messaging
Press releases & publicity
HTML newsletters
Social media
Advertising

PROFESSIONAL EXPERIENCE

PRINCIPAL

B Strategic Communications

Northampton, Mass.

2018-present

- Customize and oversee communications and marketing strategies.
- Project manage website strategy and creation.
- Develop web content, navigation, and functionality.
- Conceptualize, write, and art-direct communications.
- Recent clients include Ithaca College, Gravity Switch, Commonwealth Honors College at UMass Amherst, Northampton Jazz Fest, Janna Ugone & Co.

DIRECTOR, MARKETING

American Indian Graduate Center

Albuquerque, N.M.

2018-2019

- Developed and executed comprehensive marketing and communications strategies.
- Created inbound marketing and advertising.
- Oversaw social media channels and promotions.
- Oversaw rebranding and messaging.
- Expanded audience engagement.
- Oversaw fundraising e-marketing and communications.
- Created and executed website redesign, including information architecture, Search Engine Optimization, new functionality and content.
- Executive editor of the alumni magazine and annual report.
- Supervised Marketing Specialist.

DIRECTOR, COMMUNICATIONS, MARKETING, & WEB

**University of Massachusetts
College of Natural Sciences**

Amherst, Mass.

2009-2018

The College of Natural Sciences is the largest college of the flagship research university of the Commonwealth of Massachusetts (7,500 undergraduate students, 950 graduate students, 450 faculty).

- Developed and executed comprehensive communications strategies to further the college's academic, research, recruitment, engagement, and fundraising activities.
- Responsible for all aspects of college's Drupal website:
 - Project managed, architected, and implemented several website redesigns.
 - Created and improved content, organization, and functionality.
 - Maximized SEO and integrated analytics.
 - Built and expanded secure on-line forms system.
- Responsible for all college-level print and digital communications:
 - Wrote, designed, edited, and produced press releases, documents, and brochures.
 - Created printed recruitment brochures for the college and for 14 departments/schools.
 - Created multiple E-newsletters for alumni, faculty, staff, and students.

- Created and oversaw social media.
- Art-directed award-winning videos and photos.
- Developed and project-managed websites for high-priority college research centers.
- Provided leadership for web best practices, including: website tools, design, technologies, information architecture, content layout and management, search, analytics, and accessibility compliance.
- Provided strategic planning and project management expertise for departmental, college, and campus-wide committees and projects.
- Effectively communicated complex scientific concepts for a general audience.
- Created and oversaw college branding and messaging.
- Co-led event planning for commencement ceremony and faculty convocation.
- Created branded merchandise.
- Produced and oversaw unit budget, which included recruitment and development communications.
- Supervised in-house staff, oversaw web developers, photographers, and graphic designers.
- Conducted communications and technical training for staff.

COMMUNICATIONS MANAGER

University of Massachusetts Amherst, Mass.
College of Natural Sciences & Mathematics

2006-2009

- Created fundraising campaign materials that increased giving activity by 31% and raised donor base by 1%.
- Created new Drupal website, the second on campus, with SEO that consistently placed it in the top three hits in Google searches.
- Created new content, organization, and functionality for the college's website.
- Coordinated college webserver and IT administration.
- Developed and produced multi-media marketing and communication materials.
- Project manager for Dean's initiatives at the campus and state level
- Created communications for the Dean, including presentations and white papers.
- Organized a conference on STEM education pipeline that attracted experts at the national and state level.
- Successfully applied for grant awards to fund the conference.

PUBLIC AFFAIRS OFFICER

Marlboro College

Marlboro, Vt.

2004-2006

- Responsible for all media relations and served as the college spokesperson.
- First three weeks resulted in NPR and TV features and newspaper articles, including the *Boston Globe*.
- Co-wrote articles with college president published in Sunday *Boston Globe* Op-Ed, *Chronicle of Higher Education* feature, and Vermont Public Radio.
- Publicity efforts for this tiny college of 500 students resulted in regular coverage by the Associated Press, *Boston Globe*, *Burlington Free Press*, as well as TV and radio features.

ASSISTANT DIRECTOR OF COMMUNICATIONS

Hampshire College

Amherst, Mass.

1999-2002

- Writer, editor, and production manager for alumni & admissions magazines.
- Redesigned alumni magazine to be more effective and attractive at no additional cost.
- Created CASE award-winning advancement brochure.
- Collaborated with faculty members, administrators, alumni, and trustees.
- Established internship program with the University of Massachusetts.

DIRECTOR OF PUBLICITY

Beacon Press

Boston, Mass.

1998-1999

- Responsible for publicity campaigns for 100 books and \$250,000 annual budget.
- Pitched stories to media including *New York Times*, *Boston Globe*, *Wall Street Journal*, *Oprah*, *Today Show*, *CBS this Morning*, *NPR's Fresh Air*, *Morning Edition* and *All Things Considered*.
- Planned, created, and executed publicity campaigns for 60 books annually.
- Arranged national author tours, including interviews, book reviews, and author appearances in bookstores, television, and radio shows.

- Presented new books to key members of national media such as the *New York Times*, *Fresh Air*, *All Things Considered*, *New Yorker*, and *Chronicle of Higher Education*.
- Created, designed, and wrote press releases and press kit materials.
- Supervised publicist and publicity assistant.

DIRECTOR OF PUBLICITY AND PROMOTIONS

Faber and Faber, Inc.

Winchester, Mass.

1997–1998

- Responsible for publicity campaigns for 80 books annually and \$100,000 budget.
- Overhaul of department resulted in more effective and efficient operation and doubled database contact entries.
- Presented new books to key members of national magazines and top newspapers.
- Designed book store promotional materials.
- Supervised seasonal catalog content and design.
- Placed advertisements in appropriate publications.
- Developed in-house awards database; submitted books for national and regional awards.
- Worked closely with editorial department on acquisition and book design decisions.
- Initiated marketing department internship program.
- Trained and supervised publicity assistant and interns.

PUBLICIST

Yale University Press

New Haven, Conn.

1995–1997

- Developed publicity campaigns for 60 books annually.
- Created, designed, and wrote press kits, press releases, and promotional materials.
- Developed and edited departmental copywriter's promotional materials.
- Placed first-serial excerpts and author op-ed pieces in appropriate periodicals.
- Restructured and streamlined office projects, informational procedures, and media lists.
- Presented new books to key members of national magazines and top newspapers.
- Represented Yale University Press at American Booksellers Association Expo and to national magazines and book review publications.
- Promoted to more responsible managerial position after four months

AWARDS

- PBS Inspiration Award for CNS 30-second video 1 of 8-part series 2011
- Telly Award Bronze for CNS video, "Science Comes Naturally at UMass Amherst" 2011
- Rotary Ambassador Scholarship, Rotary International Foundation 2002
- CASE Gold Medal, Booklet Category, Council for Advancement & Support of Education 2000

TECHNOLOGY/SKILLS

- Microsoft Word, Power Point, Excel, Adobe Acrobat, In Design, Photoshop
- Google Docs Suite
- Drupal and WordPress CMS
- HTML
- Search Engine Optimization and Google Analytics
- User experience
- Usability testing
- MailChimp, Emma, iModules
- Social media: Facebook, Twitter, YouTube, LinkedIn
- Trello, Slack, Box
- Fluency in French

EDUCATION

- **PhD, English** Univ. of Massachusetts Amherst, Mass.
- **MA, English** Univ. of Massachusetts Amherst, Mass.
- **BA, English** Wesleyan Univ. Middletown, Conn.
- **Diplôme d'Etudes Universitaires Générales** Université de Lyon III Lyon, France