

S. Beth Harris, JD, MS

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Senior Writer & Marketing Communications Strategist (Remote)

Corporate | Law & Professional Services | Academia

PROFESSIONAL PROFILE

- Innovative strategic thinker with experience across diverse industries and subject matters.
- Proven track record bringing value and surpassing goals. Extensive knowledge base.
- Self-directed, resourceful, proactive with a “can-do” attitude. Efficient without sacrificing quality.
- Multichannel team leadership and collaboration. Flexible and client driven.
- Strong communication, organizational, and project management skills.
- Ability to digest and simplify new and complex information to produce concise communications.
- Reliable high-quality, high-quantity producer. Quick credibility with all levels of management.
- Skilled multitasker, detail-oriented, meticulous with an “eagle eye.” Very effective managing tight deadlines.
- Effective working remotely via phone, email, video conferencing with a dedicated home office.

CORE COMPETENCIES

- Content Marketing & Business Development
- Research, Analysis & Problem Solving
- Copywriting, Editing & Proofreading
- External / Internal & Print / Digital Collateral
- Proficient in MS Office, SharePoint, DeskSite, Sitecore, iManage, Asana, Teams, WebEx, Paint.NET, AP Style
- Leadership, Recruitment & Supervision
- Project / Event Development, Management & Logistics
- Creative Ideation, Brand Management & Change Agent
- Client Service & Relationship Building

PROFESSIONAL EXPERIENCE

TROUTMAN PEPPER HAMILTON SANDERS LLP Publications Manager (Remote)

2020 - 2023
Atlanta, GA

*Oversaw high-volume, fast-pace publication editing and production process for **1200+**-attorney / **23**-office national law firm. Set and managed expectations at the onset with attorneys and staff during the content review process.*

- Edited **850+** client alerts, newsletters, blog posts, year-end reviews, and other publications in **2021** and **2022**, **enhancing content quality and consistency**. Promoted **collaborative environment**, while providing **exceptional client service**.
- Strategized new State AG blog **content template**, streamlining process to create **shorter, more impactful, and uniform copy**. Researched / wrote original copy and provided high-level editing, receiving **high praised for content quality and client service**. **Coached** attorneys on new template usage and content best practices.
- Analyzed client alert process and content best practices. Recommended and implemented improvements to **streamline and centralize** the publication process, **increasing logistical consistencies and efficiencies**.
- Updated and championed consistent use of the firm style guide, obtaining **quick buy in** with attorneys and teammates.

KILPATRICK TOWNSEND & STOCKTON LLP Senior Writer & Content Manager (Remote)

2015 - 2020
Atlanta, GA

*Originated and revised **high-profile internal / external communications** for **600+**-attorney / **20**-office international law firm. **Cultivated strong working relationships** and provided **creative direction** to attorneys, stakeholders, and professional staff to produce strategic **print / online ads, articles, brochures, case studies, newsletters, nominations, website content, etc.***

- Determined **key firm / practice differentiators** and **unique story angles** that advanced firm goals and positioned attorneys as **thought leaders**. Earned reputation for exceptional work quality / value and client service.
- Originated **150+ website pages** during **six-month** firm website rebranding, restoring currency and improving readability.
- Researched and wrote **PR article** later cited in a national webinar as an example of “**content done the right way.**”
- Strategically crafted **award-winning nominations**, including the firm’s **first-ever Law360 MVP of the Year Award**.
- Elevated weekly **internal newsletter** via quality writing / editing and establishing processes that streamlined workflow.
- Completed **700+ remote projects** of varying sizes and complexities in 2019.
- Spearheaded volunteer council *Spring Cleaning with Meaning clothing drive*, collecting **2,500+** charitable donations.

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SBHARRIS COMMUNICATIONS LLC

2005 - present

Principal (Onsite & Remote) Company utilized for contract work if not working a full-time, permanent job.

Atlanta, GA

Provide long- and short-term **strategic marketing, business communications (copywriting, editing, and proofreading), and project management consulting services from concept to delivery** for corporate and professional services clients.

- **Triumph Motorcycles America:** Researched and wrote daily network dealership notifications and employee communications (**50+ first month / 500+ one year**), regarding rapidly changing products / services initiatives for international motorcycle company that increased sales and productivity. Managed copy lifecycle, digital formatting, and distribution logistics.
- **UPS:** Completed **55** customer communications projects during **six-month** contract, including logistics management, copywriting, and editorial services that increased sales and advanced customer relations for a **Fortune 100** company.
- **Georgia Power:** Researched and wrote **Fortune 500** subsidiary's **first** diversity training procedural guideline that ensured program consistency and tier-one quality.

SUPPLEMENTAL EXPERIENCE

MCKENNA LONG & ALDRIDGE LLP | Senior Business Communications Writer

Atlanta, GA

Conceptualized, researched, and wrote internal business communications for international law firm, serving **450+** attorneys across **10** offices. **Managed copy lifecycle** and **guided** internal clients / professional staff during creative process.

- Created **award-winning** original copy and provided high-level editing and proofreading (from data collection to publication) for **daily intranet articles, monthly newsletters, quarterly / annual reports, and special projects** (e.g., **firmwide diversity brochure, website content, and comprehensive reports**), resulting in internal cross-selling opportunities, excellent reader evaluations, and enhanced firm image / awareness.

SOUTHERN COMPANY ENERGY SOLUTIONS | Communications Specialist

Atlanta, GA

Developed and executed marketing communications initiatives for **Fortune 500** energy services subsidiary.

- Strategized company participation in **international tradeshow**, including **conceptualizing** new booth panels and **managing event logistics** that increased brand equity and achieved all deadlines / targeted goals.
- Produced **collateral** and **templates** (e.g., **print promotions, PowerPoint presentations, proposals, and website content**) that received excellent feedback, strengthened inter-company relationships, and maintained corporate branding.

CD GROUP, INC. | Senior Marketing Coordinator

Norcross, GA

Managed marketing activities for national ERP technology consulting corporation, receiving **"Raving Fans Award"** for employee excellence. Supervised webmaster, graphic designer, technical writers, and office staff.

- Organized **200+** national **webcasts, tradeshows, C-level events** and **direct mail / email campaigns** that resulted in **flawless rollout, 40%** pipeline lead generation, and increased event registrations.
- Researched and wrote **brochures, case studies, website content, PowerPoint presentations, newsletters, invitations, press releases, etc.**, ensuring accuracy, quality control, consistent corporate voice, and high-level customer satisfaction.

GEORGIA STATE UNIVERSITY | Continuing Legal Education Program Developer

Atlanta, GA

Built Continuing Legal Education (CLE) program from startup, conducting approximately **40** conferences annually. Recruited and/or managed a team of **30+** conference faculty, staff, and volunteers.

- Generated **net profit** in first year with **50%** profit increase by third year. Discovered **untapped niche market**. Increased **repeat business** via impeccable customer service.

EDUCATION

UNIVERSITY OF GEORGIA SCHOOL OF LAW | JD - Law | Athens, GA

GEORGETOWN UNIVERSITY | MS - Sociolinguistics (*Scholae Studiorum Superiorum*) | Washington, DC

TULANE UNIVERSITY | BA - Anthropology (*Phi Beta Kappa, Cum Laude, Outstanding Senior in Anthropology*) | New Orleans, LA