

Beth A. Robinson

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PROFILE

Seasoned digital communications professional with uniquely broad range of skills, experience, and perspective. In work for clients such as Jeep, Dodge, Johnson & Johnson, HAP, and Citibank, combines concrete strategy and creative content with a keen eye for metrics. Team builder with a drive to develop cooperation across operational areas and organizations. Excels at conveying complex information clearly, succinctly and with a human perspective. Expert communicator with passion for storytelling, desire to serve both client and audience, and eye for a great story.

PROFESSIONAL EXPERIENCE

CONTENT STRATEGIST – JEEPWAVE.COM

The JRT Agency, Farmington Hills, MI, 2019-2020

- Collaborated with Jeep marketing team to develop digital content strategy for enthusiast website.
- Managed freelance writers, collaborated with writers on story development and edited content.
- Worked with site development team on optimization.
- Developed enthusiast voice of site.
- Produced video content around off-roading events.
- Conducted outreach into off-roading community to develop stories and recruit contributors.
- Established relationships with influencers to build links to and buzz around site.

SENIOR MARKETING COMMUNICATIONS WRITER

Health Alliance Plan, Troy, MI, 2017 – 2019

- Worked with sales and medical experts to developed creative copy for print and digital marketing campaigns, and informational and instructional member materials.
- Researched health and healthcare topics, conducted key word research, and developed original blog content for internal and external audiences.
- Served as writer on government programs, pharmacy communications and pharmacy benefits manager transition teams.
- Edited and proofread content.

DIRECTOR OF BOOK FAIR AND FILM FESTIVAL

Jewish Community Center, West Bloomfield, MI, 2016 – 2017

- Curated over 70 film and author presentations.
- Planned events with over 10,000 total attendance.
- Administered budgets and purchasing.
- Managed support staff and coordinated volunteers.
- Created event marketing, including email, social media, print and video, increasing ticket sales by 25%.
- Developed donors and executed fundraising campaigns.

PRODUCT CONTENT DEVELOPER

Johnson and Johnson Health and Wellness Solutions, Ann Arbor, MI, 2014 – 2016

- Researched health topics.
- Worked with medical and legal staff to develop content for interactive digital health coaching.
- Served as editor for team of 10 content developers.
- Created standards and style guide, best web practices standards and coaching voice for use in all content development.

MARKETING DIRECTOR

MachineTools.Com, West Bloomfield, MI, 2011 – 2013

- Partnered with UX designers and developers to redesign and develop UX content strategy for industrial metalworking machinery listing site.
- Created marketing campaign for launch of new website including print and digital advertising, direct communication with external stakeholders, media outreach and trade show presence.
- In previous role as Operations Director, led 15-member international team in execution of business operations.

FREELANCE WRITER

FEATURES WRITER

Publication including The Oakland Press, Detroit Metro Times, Detroit Jewish News, New York Times

- Write feature coverage specializing in faith community, business, arts, entertainment, and non-profit.

CITY NEWS EDITOR

Localbiznews.net, Southfield, MI, 2017 – 2018

- Create weekly news digests for local communities.
- Develop process, editorial voice, and scope for LBN City News.

COMMUNICATIONS SPECIALIST

Interfaith Leadership Council of Metropolitan Detroit, Oak Park, MI, 2014 – 2017

- Created email newsletter, including developing story ideas, event photography, and managing website content.
- Planned and executed communications with local religious and interfaith leadership.
- Promoted organization to local community.

ADDITIONAL PROFESSIONAL EXPERIENCE

JCC Maccabi Youth Games Director

Served twice as director of international youth multi-sport event that included thousands of athletes, coaches, volunteers, and host families. Worked with a lay committee to plan a week of athletic and social events, including an Olympic style opening ceremony at the Palace of Auburn Hills. Responsibilities included logistics, communications, marketing, PR, data management, staff, and volunteer management.

Instructional Writer / Designer

Working with instructional design firm Childs Consulting Associates, developed employee training materials for global communications and financial services companies, including software documentation, computer-based training, workbooks, and testing.

Synagogue Administrator

At both Congregation Beth Achim in Southfield, Michigan and Temple Emanu-El in Oak Park, Michigan, worked with lay leadership and clergy to develop and reach congregational goals. Responsibilities included staff management, building maintenance, budget and purchasing, fundraising, event planning, member and internal communications, and adult education.

EDUCATION

University of Michigan, Bachelor of General Studies, with concentrations in English, Fine Arts, and Theater Arts