

Beth L. Stambaugh

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WriteSource Communications – May 2003 – Present

Started WriteSource Communications to continue my writing and public relations career on a free-lance basis. Specialize in employee communications, strategic communications plans, project management, magazine feature writing and copy writing. Clients include Mayo Clinic and Blue Cross and Blue Shield of Florida.

Blue Cross and Blue Shield of Florida (BCBSF) – June 1999 – December 2002

Senior Public Relations Consultant – Developed strategic communications plans; implemented PR strategies; maintained positive relationships with local and state reporters; and produced positive media results. Served as media spokesperson for the company and managed the company's monthly proactive media relations campaign.

Senior Corporate Communications Consultant

Served as editor of a quarterly employee magazine and a biweekly publication; served as a communications consultant to three business units. Developed strategic communications plans; oversaw the annual employee survey and focus group research; and served on the committee responsible for managing crises within the organization.

Jacksonville Chamber of Commerce – June 1998 – June 1999

Director of Marketing and Communications

Responsible for media and public relations, marketing, advertising and member communications, which included a monthly newspaper, two annual relocation guides and two annual membership directories in addition to managing and updating the Chamber's website. Responsibilities also included: coordinating the Chamber's annual meeting; managing two full-time employees; and overseeing a \$300,000 budget.

NationsBank/Barnett Banks, Inc. – September 1994 – January 1998

Senior Communications Officer

Served as a communications consultant to five business units; developed strategic communications plans; and conducted communications audits. Developed and managed aspects of the company intranet; oversaw employee news program; and served as editor of the company newsletter. Duties also included: writing speeches for senior management; developing media plans; and coordinating press conferences.

Ryder Systems, Inc. – July 1993 – September 1994

Manager of Employee Communications

Developed company-wide employee communications strategy; served as editor of employee publications; served as a communications consultant to senior management; and coordinated a variety of communications projects, including videos and print pieces.

Barnett Banks, Inc. – January 1987 – July 1993

Communications Officer

Oversaw quarterly financial reports; served as a company spokesperson and developed public relations strategies and events; served as editor of employee magazine and developed internal communications plans; served as editor of monthly employee newsletter and co-producer and co-anchor of quarterly employee news program.

Awards/Honors

- Accredited Business Communicator (ABC) through the International Association of Business Communicators
- Overall Spirit Blue Award of Excellence from BCBSF for developing and executing an organ donor awareness campaign
- Image Awards of Distinction, 2000 and 2001, from FPRA for *Perspectives* magazine
- Bronze Anvil Awards of Commendation, 2000 and 2001, from PRSA for *Perspectives* magazine
- State Image Award of Distinction, 2001, from FPRA for *Perspectives* magazine
- Best of Blue 2000 awards from the Blue Cross and Blue Shield Association for *Perspectives* magazine and for the United Way Employee Campaign

Education: Bachelor of Science, University of Florida College of Journalism and Communications, 1986. Majored in Public Relations.

Community/Professional Involvement: Director of Internal Communications for the First Coast chapter of IABC (2007). Former Learn to Read tutor and hospital volunteer.

Interests: Spending time with family, tennis, spinning, running and photography.

References Available Upon Request.