



- **Social Media Management**

Creation, administration and fulfillment of social messages on LinkedIn, Twitter, Facebook & Instagram. Recraft press releases, product/business information and community involvement for optimized social media distribution. Constant monitoring and improvement of social media rankings, followers, engagement and reach. Annual record retention of Facebook and other social media profiles. Create social media best practices policy & handbook.

- **Emergency & Crisis Communications**

Organize, prepare, handle and coach press conferences, execute and produce community & press advisories with company leadership, creation of pre-emergency press bullets and media training. On-site administration and consulting before, during and post event. Develop and administer employee, community and government communication plans. Act as media spokesperson and liaison.

- **Company Promotion and Media Management**

Develop and produce media kits and events designed to showcase company's unique market position. Merge business marketing plans with social networking, media and community events. Prepare, manage and produce advertising, videos and web stories to promote successful messages about company, product and employee highlights. Design and implement trade booths, materials and showcasing platforms. Livestream of events with analytics for Facebook and YouTube.

- **Community Engagement & Event Management**

Develop, produce, market and manage events designed to enhance the unique business position. Administer onsite project management. Develop marketing plan. Handle registration and contracts. Book entertainment, emcee and presenters. Provide front/back onsite management during event. Create, administer sponsorships and recognition. Work with and develop relationship with community organizations to create collaborative buy-in. Livestream of events with analytics for Facebook and YouTube.

- **Governance & Government Relations**

Handle government relations such as responses to inquiries, applications, invitations and meeting preparations. Monitor legislation, prepare company leadership for Congressional testimonies, advocate for positive legislation at state and federal levels. Prepare, execute and develop retreats, team building events, strategic planning sessions and workshops. Create, write, produce and update policy manuals.

- **Media Training**

Write speeches for executives. Prep executives for media interviews and community leadership events. Act as media spokesperson and liaison contact for television crews, reporters, bloggers, and filmmakers. Develop and execute media relations process for activating, responding and evaluating mainstream media or internet engagement. Train administration, executives and employees on media procedures. Produce and execute press conference, launches and promotional media events, such as tours or receptions. Handle media list and update as needed.

- **Website Management**

Create, manage and develop open and closed source websites with SEO management and mobile responsiveness. Create and monitor firewalls. Design template, write copy and take photographs. Create content management system and update or hand over. Prepare payment system, manage and develop registration systems, create and maintain special features and plug-ins. Report on website use, access and engagement.

- **Customer and Product Feedback Loops**

Develop and execute customer engagement and feedback plans. Create surveys, polls & questionnaires that determine the status of customer opinion of company services, products and other issues. Merge feedback loops with direct mail, social media, traditional media and website. Report findings and create performance measures based on responses.

- **Corporate Stories**

Write, research and produce corporate histories, newsletters and publications. Produce, write, research and publish corporate books, web stories and legacies. Produce company documentaries and training film. Create video highlights reels and film success stories for different audiences. Redesign and rewrite for social media, traditional media pitches, branding and internet marketing. Create and fulfill company YouTube Channel. Livestream of events with analytics for Facebook and YouTube.

- **Standard Business Communications**

Examples include: create, design, print and distribute flyers, brochures, posters, white papers, event signage, business cards, PowerPoint presentations and informational publications.

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