

Beth Rettaliata Lawson

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SUMMARY OF QUALIFICATIONS

Dedicated community advocate with extensive experience in designing and implementing community engagement strategies, managing volunteers, and organizing various activities and events; Excellent communication, presentation, and interpersonal skills; Strong leadership skills and ability to work in face-paced environments.

SKILLS

- Strong familiarity with campaign finance reporting platforms (MD CRIS, FEC reports)
- Microsoft Office Suite applications
- Constituent relationship management systems (DonorPerfect, CiviCRM, Donor's Edge)
- Strong interpersonal skills
- Database management (Access, Constant Contact, MailChimp, etc.)
- Decisive, analytical problem solver
- Extensive experience in staff training

EXPERIENCE

Social Media and Outreach Coordinator, #WalkAway Campaign in Maryland *2019 to Present*

- Track relevant political developments; monitor online content and disseminate of information related to events/forums; Increase organization by nearly 90 percent since July 2020
- Act as co-moderator for #WalkAway Facebook pages in Washington DC, Delaware, Indiana, and Illinois

Lead Organizer, Fully Re-Open Howard County Schools *2020 to Present*

- Assist with the development of strategies pertaining to access to K-12 education for Howard County families
- Organize meetings with local and state political figures; Handled communications with local and regional political offices; Prepare detailed reports on relevant local political activities and policies
- Develop informational strategies and handle media communications; Increased Facebook membership to nearly 1,400 members

Executive Board Member, We the People 2 [Maryland] *2020 to Present*

- Co-founded and serve as executive board member for organization that emerged from ongoing advocacy efforts in state and local policies
- Developed and implemented organization's core plan, social media development, design of promotional materials, and key policy research
- Organized community information campaigns on vaccine mandates, mask mandates, and school lockdowns; Coordinated fundraising efforts for legal challenges to recently enacted policies

School-based Fundraising [Howard County, Maryland] *2018 to Present*

- Glenelg High School After-Prom Committee [Exceeded goals by nearly 40% over fundraising target]
- Glenelg High School Baseball [Organized BBQ event that generated substantial revenue for baseball team]
- L'Etoile Russian Ballet Academy of Maryland [Organized a series of events to support youth dance efforts]

Sales Agent/Manager, Autohaus Tischer (Laurel, Maryland)

- Consistently highest grossing salesperson; Worked with customers to arrange for financing options; Approved vehicle discounts and promotional efforts
- Implemented customer satisfaction procedures and dealt with customer issues; Maintained updated database on all available vehicles
- Trained new sales staff and provided weekly feedback to all staff

OTHER RELEVANT SKILLS

- *Education:* Bachelor of Arts, Syracuse University (Syracuse, New York); Concentration on advertising, marketing, and illustration
- *Communication Skills:* Proven written and oral communication skills; Strong references detailing skills in meeting/surpassing client/consumer expectations