



# BETH NERVIG

DIGITAL COMMUNICATIONS EXPERT

## PROFESSIONAL SKILLS

Brand strategy and messaging  
Social media strategy  
Marketing  
Digital advertising  
Web content development  
Copywriting  
Corporate blogging  
Project management  
SEO and Google Analytics


## CONTACT

P: 507.951.8855  
E: [bnervig@gmail.com](mailto:bnervig@gmail.com)  
W: [bethnervig.wordpress.com](http://bethnervig.wordpress.com)

## SOCIAL

 [facebook.com/bethnervig](https://www.facebook.com/bethnervig)

 [@bnervig](https://www.instagram.com/bnervig)

 [@bethnervig](https://twitter.com/bethnervig)

## EDUCATION

MSc in International Relations Theory

*London School of Economics and Political Science | 2013-2014*

Graduated with Distinction

Bachelors of Science in Journalism, Spanish & International Studies

*Iowa State University | 2006-2010*

Graduated Summa Cum Laude, 3.92 GPA

## WORK EXPERIENCE

### COMMUNICATIONS & DIGITAL MEDIA MANAGER

*Girl Up, United Nations Foundation | Feb 2016 - Present*

- Lead all aspects of brand messaging and visual identity across print and digital media
- Work closely with corporate partners and celebrity Champions on communications strategy
- Work closely with press, managing strategy and outreach
- Oversee email marketing and fundraising strategy
- Manage core team of three along with five global consultants
- Manage data and analytics reporting to inform strategy by platform
- Oversee strategy for global expansion and thought leadership
- Write or edit all messaging

### MANAGING ASSOCIATE, DIGITAL

*CLS Strategies | Aug 2015 - Feb 2016*

- Managed digital, social media and public relations strategy for eight clients, domestic and international
- Project management: VR video development, design materials, editorial vision
- Launched UGC campaign for Airlines for America
- Social media education series for Intuit, non-profit centers

### ASSISTANT DIRECTOR, DIGITAL COMMUNICATIONS

*Atlantic Council | Nov 2014 - Aug 2015*

- Managed all digital and social media strategy for 10 programs (avg follower growth 1500/month)
- Produced email newsletters for all 10 programs
- Designed all social media and event promotional materials
- Developed year-end traditional and digital media impact report for board members



# BETH NERVIG

DIGITAL COMMUNICATIONS EXPERT

## AWARDS

PR NEWS' CSR SOCIAL MEDIA  
CAMPAIGN  
Girl Up and Disney | 2018

#5 MAGAZINE BRAND, L2  
DIGITAL IQ INDEX: MAGAZINES  
Better Homes and Gardens | 2013

SOCIETY OF PROFESSIONAL  
JOURNALISTS PAGE 1 AWARD  
Rochester Magazine | 2008


## CONTACT

P: 507.951.8855  
E: [bnervig@gmail.com](mailto:bnervig@gmail.com)  
W: [bethnervig.wordpress.com](http://bethnervig.wordpress.com)

## SOCIAL

 [facebook.com/bethnervig](https://facebook.com/bethnervig)

 [@bnervig](https://www.instagram.com/bnervig)

 [@bethnervig](https://twitter.com/bethnervig)

## WORK EXPERIENCE

### INTERN, PUBLIC AFFAIRS AND CULTURAL AFFAIRS OFFICE

*U.S. Department of State, U.S. Embassy London | May - Oct 2014*

- Developed and executed cross-channel social media campaigns
- Assisted on Ambassador Barzun's high school visits
- Planned, organized, and ran cultural outreach events for Ambassador Barzun

### ASSOCIATE DIGITAL FOOD, BEAUTY & SOCIAL MEDIA EDITOR

*Better Homes and Gardens | Apr 2012 - Sept 2013*

- Assisted on all social media accounts Pinterest (800K+), Facebook (2.4 million+), Instagram (73K+), Twitter (85K), Tumblr
- Wrote and edited all food channel content using SEO best practices (9 mil. monthly)
- Wrote and edited food email newsletters (circ. 1 million+)
- Video talent and script writer for food videos
- Launched and managed food blog Delish Dish and beauty channel

### DIGITAL EDITOR

*Kraft Foods Account, Meredith Xcelerated Marketing | May 2010 - Apr 2012*

- Planned social media campaign strategies, launched Pinterest campaign (100K+)
- Pitched, researched and wrote feature articles for print, web and email newsletters
- Acted as in-house advertising manager on major brand pitches
- Lead developer of research database
- Supervised photo shoots

## PROFESSIONAL REFERENCES

### CALEB TILLER

*Executive Director of Communications & Public Affairs | UN Foundation*  
202-496-6388 | [ctiller@unfoundation.org](mailto:ctiller@unfoundation.org)

### TIM HOGAN

*Managing Director, Digital | CLS Strategies*  
202-412-5946 | [thogan@clsstrategies.com](mailto:thogan@clsstrategies.com)

### SHEENA CHIHAK

*Digital Food Editor, BHG.com | Better Homes and Gardens*  
515-284-3157 | [sheena.chihak@meredith.com](mailto:sheena.chihak@meredith.com)