

Elena D. Berger

Senior Internet Strategist, Amplify Public Affairs
Executive Editor, Disruptive Women in Health Care

CONTACT ME

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SUMMARY OF QUALIFICATIONS

Seven years of experience in digital public affairs; background in nonprofit advocacy

Experienced writer and editor

Skilled manager of online fundraising, advocacy, and list-building campaigns

Special expertise in social media, email and web marketing, and online advertising

In-depth knowledge of several CMS and CRM systems, including Convio, Salsa, Drupal, and WordPress; highly proficient in HTML

Across-the-board familiarity with the technical and creative aspects of online projects

Excellent project management skills and experience working with multiple clients under tight deadlines; adept team leader

Ease in working on a wide spectrum of advocacy issues

Consistently promoted within my company and recognized for outstanding performance

TECHNOLOGY

Dreamweaver, Photoshop, Premiere (video), WordPress and other blogging platforms, multiple CMSs and CRMs, Microsoft Office Suite, Google Analytics and Adwords, Facebook ad platform

EDUCATION

B.A., The Writing Seminars, Johns Hopkins University, Baltimore, MD, 1998

Poetry Editor, *Zeniada* literary journal

Recipient of the Hollander Prize in creative writing

VOLUNTEER WORK

Gala Marketing Chair and video editor, Washington Improv Theater

WORK EXPERIENCE

Senior Internet Strategist, 2010 - present

Amplify Public Affairs, Washington, DC

- Serve as Executive Editor of Amplify's blog, [Disruptive Women in Health Care](#), including content planning, blogger outreach, editing, writing, live tweeting, social media strategy and implementation, and oversight of editorial team.
- Plan, implement, and manage the development of successful web and social media properties, email campaigns, grassroots advocacy initiatives, and online advertising for a diverse clientele.
- Oversee vendor and staff activity as a project lead and client manager.
- Produce and edit video, website and blog content, and email communications.
- Advise clients on assessing goals and needs, interpreting analytics, and developing communications strategy.
- Conduct trainings and webinars on online and email marketing, content management, and CRM tools.
- Contributed to Amplify's former blog, Advocacy Avenue.
- Write proposals and presentations and participate in several professional organizations.

Internet Strategist, 2008 - 2010

Amplify Public Affairs, Washington, DC

- Designed workplans, budgets, and schedules for client deliverables.
- Acted as client and project manager for several high-level campaigns.
- Produced and edited video for a major national trade association.
- Conceived advertising plans and designed creative.
- Trained clients and staff in using web tools and social media.
- Provided clients with regular progress reports and analytics.
- Assisted with graphic design needs and website build-out.
- Researched and wrote web and campaign emails.

Webmaster, 2006-2008

Issue Dynamics Inc., Washington, DC (later became Amplify Public Affairs)

- Acted as project manager for online advocacy projects.
- Implemented email campaigns, e-newsletters, and outreach efforts.
- Maintained multiple client and internal websites.
- Provided clients with regular progress reports and analytics.
- Assisted with graphic design needs and website build-out.
- Researched and wrote web content and campaign emails.

Program Associate, 2003-2006

Alliance for Public Technology, Washington, DC

- Wrote, edited, and laid out a bi-monthly print newsletter.
- Wrote and distributed a broadband policy listserv update.
- Drafted press releases, membership and fundraising appeals, and marketing collateral aimed at bringing together stakeholders to promote broadband deployment to underserved communities.
- Maintained the website and oversaw a site redesign and platform migration.
- Planned and staffed all events, including a yearly policy forum, fundraising gala, and monthly brown bag lunch speaker series.
- Provided general support, including accounting and board meeting coordination.

Membership Coordinator, 1998-2000

National Association of Nurse Practitioners in Women's Health, Washington, DC

- Wrote a monthly women's health newsletter for nurse practitioners.
- Managed all membership appeals and database administration.
- Tracked all paperwork for the accreditation of continuing education courses for nurses by the Department of Education.
- Assisted with planning and staffing for an annual member conference.
- Provided general support to the president and board of directors.