









SARAH L. BEAMS

STRATEGIC COMMUNICATIONS EXPERT

CONTACT

-  210.827.2425
-  sarah@wordlodge.com
-  San Antonio, Texas
-  www.wordlodge.com
-  <http://www.linkedin.com/in/sarah-l-beams-ms-aa445127>
-  Public Trust Clearance

EDUCATION

MS, HEALTH COMMUNICATION

Boston University
Boston, MA, 2012

MA, ENGLISH

University of Texas System
San Antonio, TX, 18 Hours Completed

BA, ENGLISH STUDIES

Texas Lutheran University
Seguin, TX, 1998

EXPERTISE

- Strategic & Marketing Communication
- Strategic Planning & Business Development
- Technical Writing & Design
- Continuous Process Improvement

EXPERIENCE

OWNER/OPERATOR

Word Lodge, LLC / 1998 - Present

- Provide strategic communication consultation; health communication; diversity and inclusion advisement; business development/marketing; proposal and grant writing; and copywriting, editing, and proofreading services to a wide range of clients
- Clients include USAA Educational Foundation, The Patient Institute, Evangelical Lutheran Church in America, Oaks Indian Mission, Native Americans in Philanthropy, National Native American Boarding School Healing Coalition, Return to the Heart Foundation, Tin Can Knits, and aMAEzing Marketing Group

ANALYST

Goldbelt Frontier / 2019 - Present

Medical Evaluation Board Tracking Office (MEBTO), Army HQ Medical Command

- Collaborate with Army Reserve Component (RC) stakeholders to provide clear, concise RC Disability Evaluation System (DES) guidance, training, subject matter expertise, and oversight
- Conduct quality assurance review of Medical Evaluation Board Preparation cases for National Guard Bureau, Army Reserve, and Active Guard Reserve Soldiers to ensure DES referrals, in accordance with Army Regulations and DoD instructions
- Assist RC personnel in 54 states and territories with creating, managing, and troubleshooting MEB cases
- Provide MEBTO process overview for program stakeholders; develop DES training resources for RC personnel

STRATEGIC COMMUNICATIONS MANAGER

ERP International / 2017 - 2019

Air Force Medical Operations Agency (AFMOA)/Air Force Medical Operations Agency (AFMRA)

- Developed and implemented strategic communication plans on behalf of the AFMOA/AFMRA commander (general officer) to achieve organizational goals
- Provided regular consultation to the AFMOA/AFMRA commander, senior executives, subject matter experts, and unit personnel to ensure consistent, effective communication across the organization; ensured all messaging aligned with the organization's strategic goals and adhered to required standards/templates
- Created strategic outreach and communication products, including executive messaging, emails, videos, reports, briefings/PowerPoint presentations, speeches, websites, newsletters, press releases, user guides, and crisis communication
- Identified and coordinated appropriate communication channels to optimize reach and impact to internal and external audiences and stakeholders, including members of Congress, DoD partners, the Air Force Surgeon General, and the Air Force Medical Service enterprise as a whole
- Facilitated and supported the development, implementation, and measurement of strategic planning initiatives for the organization
- Coordinated and facilitated AFMOA/AFMRA's weekly executive-level governance board meetings, to include setting the quarterly battle rhythm and meeting schedule, preparing read-aheads, and tracking action items
- Conducted quarterly customer service surveys; aggregated, analyzed, and reported results; and coordinated responses for actionable feedback
- Managed workflow and task streams to ensure administrative efficiencies for the entire organization across seven functional areas

SKILLS

- Strategic Planning and Communication
 - Health Communication
 - Program/Project Management
 - Writing, Editing, & Proofreading
 - Document Design & Formatting
 - Critical & Analytical Thinking, Problem Solving
 - Diversity, Equity, & Inclusion
 - Microsoft Office Suite
 - Adobe Tools
 - Google Suite
 - SharePoint
 - Social Media
 - GPO, APA, AP, MLA, Tongue & Quill
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AWARDS

AWARD/CHALLENGE COIN

Commander, Air Force Medical Operations Agency

CERTIFICATE OF APPRECIATION FOR SERVICE

Commander, Air Force Medical Operations Agency

CERTIFICATE OF ACHIEVEMENT

Goldbelt Frontier

OUTSTANDING PERFORMANCE & CUSTOMER SERVICE

ERP International

STAR PERFORMER AWARD

Woodbury Technologies

EXPERIENCE CONTINUED

BUSINESS DEVELOPMENT & COMMUNICATIONS MANAGER

Choctaw Global Staffing / 2014 - 2017

- Led strategic business development and marketing efforts to obtain professional services contracts with government agencies
- Served on the corporate senior leadership team, providing consultation to executives on strategic planning
- Provided direct support for executive communications, including business and legal documentation
- Devised and implemented strategic corporate communications plans; developed key communication products, to include corporate website, capabilities briefings, marketing brochures, talking papers, and program presentations
- Oversaw and managed the business proposal process, to include writing and editing technical proposals and overseeing cost/price proposal development
- Ensured corporate compliance with Federal regulations for acquisitions and services contracting
- Managed branch office operations, to include commercial facility leasing, security protocols, and staff supervision

COMMUNICATIONS MANAGER

Angel Staffing, Woodbury Technologies / 2007 - 2014

Air Force Deployment Health Program

- Planned, developed, and implemented strategic communication plans for the Air Force Deployment Health Program
- Developed deployment health policy and guidance on behalf of the Air Force Surgeon General
- Provided strategic communications consultation to program leadership and staff
- Identified and implemented quality improvements for deployment health processes
- Assisted the Operations Manager with resource management and budgetary planning
- Wrote, edited, and disseminated program-management and process guidance to assist Deployment Health Program stakeholders with operationalizing Air Force policy; products included a comprehensive program guide, websites, training modules, technical documentation, talking papers, newspaper articles, and data/analytics reports
- Developed Congressional and DoD-level reporting for Air Force Deployment Health Program metrics
- Developed and managed the Air Force Deployment Health Program brand / identity
- Created and administered the Air Force Deployment Health Program Facebook page; managed editorial calendar and collaborated with the Air Force Social Media Work Group to ensure consistent health messaging across the Air Force

BUSINESS DEVELOPMENT SPECIALIST/TECHNICAL WRITER

Choctaw Management Services Enterprise, Frontline Systems, Aerotek / 1998 - 2007

- Composed and edited technical proposals to obtain contracts with the DoD; consistently earned excellent proposal ratings from source selection boards
- Identified opportunities for contracts with DoD customers; represented company at conferences and exhibits
- Compiled business-development documentation; created two successful application packages for company admission to the Small Business Administration's 8(a) Business Development Program
- Designed and developed multimedia marketing materials, including websites, capabilities briefings, and brochures
- Coordinated, compiled, and edited contract progress reports and deliverables; consulted with program/project managers to compose accurate, contract-compliant deliverables
- Developed comprehensive user guides and multimedia help files for software developed for DoD customers
- Developed websites for DoD customers and provided training on development and maintenance
- Designed web-based training modules and provided voice-over talent for training scripts
- Created corporate marketing materials, including websites, brochures, and capabilities briefings