



# SARAH BEAMS, MS

STRATEGIC COMMUNICATIONS, BUSINESS DEVELOPMENT,  
& PROPOSAL OPERATIONS EXPERT

## FREELANCE COMMUNICATIONS CONSULTANT

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

## PROPOSAL WRITER, SENIOR STAFF

Leidos QTC Health Services | 2022-present

- Work collaboratively with solutions architects, subject matter experts (SMEs), and program leadership to capture key concepts and ideas while maintaining consistency in messaging and strategy through the use of proper tone/voice
- Write clear, concise, and compelling marketing and proposal documentation, including white papers, Request for Information (RFI) and Request for Proposal (RFP) responses, proposal technical content and solutions, past performance, staffing plans, resumes, oral/video proposal presentations, and marketing material for on-contract growth or new business pursuits
- Conceive, write, edit, and proofread communications including technical documents, presentations, and customer-specific marketing materials
- Write and lead technical, management, resume, past performance, cost, and other relevant proposal volumes
- Provide direction and oversight to supporting writers
- Work as part of a collaborative team to clearly articulate solutioning, strategy, approach to performing the work, experience, win themes, and discriminators
- Apply communication and interviewing skills to gather needed information from internal and external SMEs and other personnel to support proposal content development
- Write clear, persuasive, and articulate proposal sections; translate complex ideas into easily understandable text
- Develop and implement process improvements to help improve proposal quality
- Perform other duties and responsibilities as assigned, including proposal management

## SENIOR PROPOSAL MANAGER

BEAT, LLC | 2022

- Reviewed and analyzed requests for RFPs and related documents; developed compliant proposal outlines and responses
- Ensured effective and comprehensive proposal readiness, including executing pre-proposal efforts that effectively transition to the win strategy efforts
- Facilitated the proposal process to include proposal design, development, and review
- Developed detailed proposal schedules and ensured adherence to all deadlines
- Prepared all supporting proposal development documentation (outline, page allocation, team assignments, proposal management plan, schedule, kick-off meeting materials, writing templates, data calls)
- Ensured configuration control of all proposal files, forms, graphics, drafts, reviewer comments, and approvals
- Participated in the development and review of proposal strategies and themes
- Led color team reviews
- Ensured high-quality content, the appearance of the final proposal products, and the on-time delivery of proposals
- Collaborated with capture team and executive leadership on win strategy; ensured RFP response clearly conveys the proper business perspective, key messages, value proposition, and differentiators against competition

## ANALYST

Goldbelt Frontier | 2019 – 2022

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

- Collaborated with Army Reserve Component stakeholders to provide clear, concise Disability Evaluation System guidance, training, subject matter expertise, and oversight
- Provided strategic communication consultation to MEBTO leadership to ensure effective outreach to stakeholders via effective channels
- Conducted 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
- Assisted RC personnel in 54 states and territories with creating, managing, and troubleshooting MEB cases

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 San Antonio, TX

 [wordlodge.com](http://wordlodge.com)

 Public Trust Security 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

- Proposal Management, Writing, & Development
- Corporate/Business Development
- Executive/Senior Leader Communication
- Strategic Communication
- Health and Medical Communication
- Military Operational/Deployment Health
- U.S. Indigenous Health, Social, and Environmental Justice

## SKILLS

- Content Development
- Writing, Editing, & Proofreading
- Graphic Design
- Document Design & Formatting
- Program/Project Management
- 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

### EXCELLENCE IN COMMUNITY IMPACT AWARD

Leidos, Inc.

### OUTSTANDING PERFORMANCE AWARD

Goldbelt Frontier

### AWARD/CHALLENGE COIN

Commander, Air Force Medical  
Operations Agency

### CERTIFICATE OF APPRECIATION FOR SERVICE

Commander, Air Force Medical  
Operations Agency

### OUTSTANDING PERFORMANCE & CUSTOMER SERVICE AWARD

ERP International

### STAR PERFORMER AWARD

Woodbury Technologies

## STRATEGIC COMMUNICATIONS MANAGER

ERP International / 2017 – 2019

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

- Developed and implemented communication plans on behalf of the AFMOA/AFMRA commander (general officer) to achieve the enterprise's strategic goals and objectives
- Provided regular consultation, counsel, and advice 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
- 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 managed appropriate communication channels to optimize positioning, reach, and impact of key messages with 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

## 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 senior leadership team, providing consultation to executives on strategic planning
- Supported 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, coordinated, and managed the business proposal process, to include writing and editing technical proposals, creating graphics, and overseeing cost/price proposal development; consistently earned excellent proposal ratings from source selection boards
- Ensured corporate compliance with Federal regulations for acquisitions and services contracting with the Federal government
- 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 planning
- Wrote, edited, designed, 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 Deployment Health Program metrics
- Developed and managed the Air Force Deployment Health Program brand / identity
- Created and administered the Air Force Deployment Health Program social media; 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, edited, and coordinated 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 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 user guides and multimedia help files for software developed for DoD customers
- Developed websites for DoD customers and provided training on maintenance
- Designed web-based training modules and provided voiceover talent for scripts
- Created corporate marketing materials, including websites, brochures, and capabilities briefings