

Beth Clauss

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<https://www.smallpotatoescommunications.com/>

PROFESSIONAL SUMMARY

Versatile business leader bringing 23 years' experience as an accomplished communications professional. Strategic problem solver, change manager and visionary executive able to implement plans meeting current and future needs. Key expertise in health care.

SKILLS

- Budget management
- Client assessment and analysis
- Project management
- Team liaison
- Staff development
- Team leadership
- Process implementation
- Interpersonal and written communication

WORK HISTORY

PRESIDENT/FOUNDER | June 2017 to Current

Small Potatoes Communications - Saint Louis, Missouri

- Founded marketing communications agency to serve small businesses and nonprofits, bringing in more than 12 customers in the first year of operations.
- Strengthened website development and social media marketing operations by proactively managing and optimizing relationships with industry experts.
- Developed associate recognition campaigns for two Fortune 500 clients, used results to communicate organizational value and generate promotional web and email content.
- Met with clients to discuss online and social media campaign efficiency and presented illustrative reports, including web and social media performance metrics and analysis.
- Achieved under-budget and on-time project management to adhere to project goals.
- Supported and supervised team of four creative professionals.

COMMUNICATIONS CONSULTANT | July 2000 to December 2018

Clauss Consulting LLC - Saint Louis, Missouri

- Collaborated with Fortune 50 health care company's communications directors and managers with daily operational functions, including managing resources during absences.
- Performed initial project assessment and analysis to begin editing and approval process.
- Worked directly with legal and compliance directors, senior vice presidents, and the Chief Medical Officer to brainstorm, discuss strategy and mitigate communications issues.
- Managed four writers/editors and proofreaders, including task supervision and project input for more than 500 projects in 2018.
- Assisted with request for proposal responses for multiple statewide Medicaid bids.
- Implemented new provider communications programs in three major Medicaid markets and two dual Medicare-Medicaid markets.

- Established and applied publication calendars for several internal and external communications, including a bimonthly health care provider magazine distributed to more than 120,000 health care providers.
- Responsible for creative design for prominent internal communication, NNO Newswire, winner of a Public Relations Society of America Award for online marketing.
- Kept all operations within monthly budget parameters, providing a monthly budget report and projections to the department's director.

EDUCATION

University of Missouri - Columbia - Columbia, MO | Bachelor of Science
English, 1997

AFFILIATIONS

- Member, Community Service Public Relations Council, 2017 to Current
- Member, Webster Groves/Shrewsbury/Rock Hill Area Chamber of Commerce, 2017 to Current

ADDITIONAL INFORMATION

Gateway Dance Conservatory, Treasurer. January 2018-current.