

Jon R. Berthiaume

I use dynamic storytelling to build communities in pursuit of a better planet.

I'd love to hear from you! Contact me via my website or LinkedIn:
JackBerthiaume.com
linkedin.com/in/jonrberthiaume

EDUCATION

Master of Communication in Communities and Networks, University of Washington, March 2022

Specialization in Storytelling, 4.0 GPA

B.A. Communication Studies, The College of Wooster, May 2017

Minor: Religious Studies

EXPERIENCE

Communications Manager, Open Space for Arts and Community, Vashon, WA, 2019–present

- Coordinate marketing campaigns with graphic design and development team.
- Write and distribute weekly newsletter, increasing subscriptions by 268%.
- Create, publish, and boost social media posts to promote upcoming events.
- Write and distribute press releases to up to 20 outlets.
- Foster and manage relationships with donors, volunteers, renters, artists, the media and the general public.
- Organize fundraisers and events with the development and event teams.
- Oversee social media accounts, website maintenance, webstore, and ticket sales.
- Have increased Instagram audience by 177%, Facebook by 45%, and created YouTube and LinkedIn channels.

Non-Profit Management Associate, Boys Camp Director, YMCA Camp Coniston, 2016–2019

- Created, edited, and published marketing materials across print and digital platforms for alumni & community engagement.
- Initiated improvement projects in website design, staff recruitment, and professional development tools and advanced alumni engagement, volunteer coordination, coordinating fundraising and volunteer events, and after school programming for over 200 participants.
- Managed 110+ cabin counselors and program area directors and addressed high-level concerns with parents.
- Oversaw the safety and well-being of 2,000+ overnight campers and staff members ages 8–21 in an unpredictable, 24/7 work environment.

Admissions Intern, Tour Guide, and Public Speaking Teaching Assistant, College of Wooster, 2013–2017

- Guided individual interviews with prospective students and their families and led hour-long tours and addressed questions and concerns for groups (sizes 1–30+) with diverse needs.
- Wrote study guides, assisted in class, and provided office hours for students to rehearse and review material

SKILLS

Industry: Storytelling, Content Marketing, Advertising, Community Engagement, Crisis Communications, Brand Development, Strategic Planning, Staff Training and Recruitment, Fundraising, Copywriting and Editing, Communication Ethics, Video Editing

Technical: Adobe Premiere Pro, Audition, and Express, Facebook, Instagram, LinkedIn, Twitter, WordPress, Google & Microsoft Products, Canva, Constant Contact, Survey Monkey, SEO, Hootsuite, Videography/Photography

Interpersonal: Verbal & Written Communication, Public Speaking, Teamwork, Leadership, Teaching

INTERESTS

Cooking, eating, hiking, record collecting, traveling, and exploring Seattle cuisine.