

Sophie G. Beauvais

Cambridge, MA

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Key Information Communications professional with ten years of international experience developing and executing campaigns in-house and in agency. Deep understanding of Web strategy and online communications. Demonstrated strength in producing effective media materials and in coordinating multi-faceted projects and events.

Highlights of Expertise

- Web Strategy and online content
- Campaign Development
- Project Oversight
- Strategic Messaging
- Special Event Coordination
- Business Intelligence

Awards [New England Society for Healthcare Communications](#): Awards of Excellence for External Periodicals: *Vinfen Voice* and for Corporate Brand Identity (2006)

Experience 10/2007 – Present Global Health Delivery Project @ Harvard Medical School
Boston, MA

Web Content Manager

- Creation and management of the [Global Health Delivery Project Web site and blog](#), effectively increasing the visibility for the project
- Strategic partnerships development and management for the "Communities of practice" Web platform of the GHD Project: [GHDonline](#)
- Management of Web content and participation in all phases of product development for GHDonline

11/2004 – 10/2007 [Vinfen](#) Cambridge, MA

Leading Massachusetts nonprofit human services provider

Senior Communications Specialist

- Doubled regional media coverage, inc. Boston Globe feature, by initiating new media strategy
- Managing Editor of the Award-winning newsletter *The Vinfen Voice*: increased circulation from 2,000 to 5,000 copies
- Improved community relations by organizing first *Community Awareness Forum* announced in the Boston Globe
- Achieved consensus within team of senior leadership in the development of new online strategy, revamping external web site and creating first intranet
- Participated and oversaw all aspects of communications: new visual identity, production of various materials including Annual Reports and Employee newsletter

9/2006 – 09/2007 The Dangers of Empathy Web site Boston, MA

Web site for nationally acclaimed play on childhood mental illness

Web Content Manager - Freelance

5/2004 – 11/2004 Swapbooks.com Boston, MA

Web-based marketplace for used textbooks and books

Public Relations Consultant - Freelance

6/2000 – 4/2004 [Capital Image Public Relations](#) Paris, France

Project Manager

- Successfully coordinated major events including symposiums across 17 cities for Aventis Pasteur MSD; an exclusive employee event for 840 guests; and participated in the “Paris with a native” event for the [Young Presidents Organization: Grands Prix Stratégies](#), Special Mention for Corporate Event.
- Spearheaded the development of the first French Web site dedicated to the health care media: [Santepress](#), making Capital Image the leading agency on the web
- Developed and managed PR strategies for Fortune 500 companies and nonprofits
- Initiated new Business Intelligence service as part of comprehensive campaigns

11/1999 – 5/2000 [Institut Gustave Roussy](#) Villejuif, France

Leading European Cancer Institute

Assistant Project Manager, Communications

- Collaborated on the development of new Corporate Web site by auditing Web sites of competing national and international cancer institutes and carrying out employee opinion polls
- Copy writer for marketing brochures and employee newsletter

Education 1999 [Université La Sorbonne Nouvelle Paris III](#) Paris, France

- Master of Arts, Communication/Information; Thesis defended *cum laude*.
- Two 5-month internships at Weber Shandwick Worldwide and Alcatel (now Alcatel-Lucent), Paris, France.
- Member of the University newsletter editorial team

Affiliations Public Relations Society of America (PRSA)

Languages French: Native
Spanish, German: basic conversational

Volunteering [IEEE Humanitarian Technology Challenge](#) (current)
Activities American Red Cross Volunteer (2004)

Software MS Office Suite, QuarkXpress, Adobe Photoshop & Illustrator, FileMaker Pro,
Expertise Online Media Solutions (Burelles Luce, Cision/Bacons), Dreamweaver MX, Content Management Systems (Word Press, Drupal, personalized solutions).

Job Status Authorized to work for any employer (Green Card)