

## **WHITNEY MEYERHOEFFER**

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540-746-1467

### **PROFESSIONAL EXPERIENCE**

**Director, Communications and State Chapter Relations**, August 2014 to present

**Project Associate**, January 2014 to July 2014

American Mental Health Counselors Association, Alexandria VA

Manage website, community platform, email marketing, advertising, social media, branding, and public relations.

Plan and produce in-person and virtual continuing education events.

Manage print production process of the *Journal of Mental Health Counseling* and *The Advocate Magazine*.

Write, edit and distribute content for publications, website, marketing, and press.

Manage 36 affiliate relations, administer programs, and reporting.

Conduct analysis and strategic planning of programs.

Develop departmental reports and present to the Board of Directors.

**Volunteer Coordinator**, January 2012 to December 2013

SouthernCare, Inc., Harrisonburg, VA

Analyzed, processed, and filled requests for volunteers.

Developed and managed volunteer recruitment, training, placement, evaluation, and reporting.

Increased number of volunteers from 15 to 30.

Planned Senior Citizen Health Fair and Senior Citizen Prom

**Production Manager**, May 2010 to November 2011

Trae Turner Creative Communications, Harrisonburg, VA

Designed logo for national association's annual conference.

Managed production and copy-editing of 12 quarterly online magazines.

Researched audience-specific content and maintained blog and social media for client.

**Americorps National Preparedness and Response Corps**, August 2007 to June 2008

American Red Cross, Richmond, VA

Assisted in recruitment, training and management of 50+ volunteers.

Keynote speaker for annual fundraising event: Volunteers Making a Difference

Managed process of amending of the Chapter Disaster Response Plan.

Certificate of Appreciation, March 7, 2008, American Red Cross Greater Richmond Chapter

## **TECHNICAL PROFICIENCIES**

Systems: PC and Mac

Software/Apps: Adobe Creative Suite, MS Office, Association Management Systems, Cloud-based community platforms, Canva, Piktochart

Social Media/CMS: Wordpress, Sharepoint, Higher Logic, Facebook, Twitter, LinkedIn, Instagram, email marketing platforms

## **EDUCATION**

**Virginia Tech**, Master's in Public Administration, Expected Graduation: May 2018

**University of Virginia**, Graduate Certificate, Public Administration, 2014

**Virginia Commonwealth University**, B.S., Psychology, 2007

Summer 2005 in Seville, Spain