

Whitney Meyerhoeffer

PROFESSIONAL EXPERIENCE

Director, Communications, American Mental Health Counselors Association, Remote

8/2014 to present

- Execute the mission and vision by thinking strategically and using data from multiple departments to benchmark progress and track the critical success factors of the strategic plan to inform leadership of milestones, achievements, and areas where the organization needs to shift to better focus the energy of the team.
- Grow the number of affiliated chapters and engage with leaders across the country by playing a key role in guiding affiliates in business management, communications, and membership initiatives.
- By leading and directing an initiative to partner and cultivate relationships with affiliate organizations, press, advertisers and stakeholders, I drove brand awareness more efficiently and successfully resulting in increased media presence (national exposure in publications such as ValuePenguin, MediaPlanet/USA Today, CounselingSchools.com, and LinkedIn News), member engagement, wider social media reach (from 2 channels and 500 followers in 2014 to 5 channels and over 30,000K followers), and website traffic year over year while also bringing in 120K+ in non-dues revenue.
- Using data and feedback, redesigned processes and procedures in communications and marketing plans for continuing education, annual conferences, membership acquisition and retention, advocacy, publications, general membership, certifications, and partnership agreements leading to growth that includes adding a second signature publication and providing a platform for member engagement and collaboration.
- Work closely with CEO, the Board of Directors, and committees to position the organization as a resource for strategic planning across all departments of the association

Strategic Content Editor, Contracted with Venture Interactive, Remote

1/2014 to 3/2014

- Worked on applications for mobile and desktop deployments, specializing in education and health programs, multilingual deployment, and games and activities development.
- Executed product development with Baker & McKenzie, ranked World's Top International Law Firm, for their eLearning modules in 20+ languages, including custom modules for Fortune 500 clients like Lufthansa, Ralph Lauren, and Shell Oil.

Public Relations and Volunteer Program Director, SouthernCare Hospice, Inc., Harrisonburg, VA 1/2012 to 12/2013

- Developed programs to increase donations, volunteers and community awareness through TV interviews, public speaking, community partnerships and events.
- Led a team of 46 volunteers (a 91% increase in volunteers from previous years) through activities and programs saving the company \$9K annually.
- Grew brand awareness and loyalty by planning/hosting community events and being an active participant in raising funds for other partner organizations such as the American Cancer Society and Alzheimer's Awareness.

Production and Strategic Content Manager, Trae Turner Creative Communications, Harrisonburg, VA 5/2010 to 11/2011

- Managed production, copy-editing, and email delivery for 14 quarterly newsletters for organizations such as the American School Counselors Association, Cat's Cradle of Harrisonburg, Morgan Stanley Smith Barney's Association of Professional Investment Consultants
- Managed office operations and bookkeeping

Americorps National Preparedness and Response Corps, American Red Cross, Richmond, VA 8/2007 to 6/2008

- Managed a team of 50 staff and volunteers in local disaster responses – listening to clients' needs and providing accurate assistance.
- Worked with businesses in the community to update and expand vendor agreements widening our resources to better meet the needs of victims of disasters.
- Led the initiative to amend the Chapter Disaster Action Plan, ensuring the organization itself had an accurate and complete plan with a schedule of revisions.
- Spoke at community education trainings and signature donation events about the mission and operations of the organization leading to a great understanding of disaster preparedness, brand awareness and community involvement.
- Grew volunteer leadership program by designing a leadership course and manual to help guide leaders to make decisions and handle disaster response as a leader.

PROFESSIONAL EDUCATION & CERTIFICATIONS

Diversity, Equity and Inclusion in the Workplace Certificate
University of South Florida, Muma College of Business

July 2023

Certified Association Executive (CAE), Renewal date: 12/31/2027 American Society of Association Executives	May 2022
Master of Public Administration Virginia Tech	May 2018
Graduate Certificate in Public Administration University of Virginia, School of Continuing and Professional Studies	December 2016
Certificate in Non-Profit Management James Madison University, Professional and Continuing Education, Non-Profit Institute	April 2010
Bachelor of Science in Psychology Virginia Commonwealth University	May 2007
<u>PUBLIC SPEAKING</u>	
Facilitator: Drinks & Conversations, <i>ASPA NCAC</i> Horrible Bosses and Toxic Workplaces Organizational Safe Spaces	September 2024 October 2024
Domain 8: Communications and Marketing, <i>VSAE CAE Study Group</i> Membership and Marketing Engagement, <i>AMHCA Annual Conference, Chapter Leadership Summit</i>	Multiple Occasions June 2020
<u>AWARDS/HONORS</u>	
Service Award, American Mental Health Counselors Association	June 2024
Employee Recognition Award, American Mental Health Counselors Association	June 2022
<u>PROFESSIONAL ORGANIZATIONS</u>	
Virginia Society for Association Executives 2023 – Present, Professional Development Committee Member	12/2021 to present
American Society for Public Administrators – National Capital Area Chapter 2019 – Present, Board Member	1/2019 to present
American Society for Public Administrators, Member	11/2016 to present
American Society for Association Executives 2024-25 Communications Professionals Advisory Council	2/2014 to present