

# Beth C. Barak

CO-OWNER & DIRECTOR

## CAREER HIGHLIGHTS

### ESSENTIAL EDGE COMPANIES

CO-OWNER AND DIRECTOR

Collaborate with Founder to guide trajectory of the business.

- Manage relationships with regulatory clients to help advance engagement success.
- Create promotional messaging; manage brand and web content.
- Managed outsourcing business client relationships.
- Created infrastructure, wrote proposals, and authored internal policies and procedures for the outsourcing business line.
- Hired, trained, and oversaw outsourcing independent consultants.

### FLORIDA ATLANTIC UNIVERSITY, Division of Research, Boca Raton, FL

ASSOCIATE DIRECTOR AND EDITOR, FAU Owl Research & Innovation Magazine

ASSISTANT DIRECTOR AND VARIOUS ROLES

Managed communications, events and research development initiatives.

- Directed content development and production of a research magazine, FAU's marketing centerpiece. Managed weekly newsletter reaching 2,000 faculty and staff.
- Wrote scripts and created videos that advanced multiple marketing campaigns.
- Authored first community engagement and economic development report, resulting in creation of a new Office of Community Engagement. Received commendation from FAU president.

### BCB CONSULTING, New York, NY

SELF-EMPLOYED CONSULTANT/GOVERNMENT CONTRACTOR

Provided reporting, training, evaluation, project management, events and fundraising services to non-profits, small businesses, and city government.

- Identified community involvement opportunities in Florida; evaluated an internship for a global client; generated \$80,000 for a special event attracting 1,000+ guests.

### INSTITUTE OF INTERNATIONAL EDUCATION, New York, NY

SENIOR PROGRAM MANAGER

Managed the roll-out and execution of educational enrichment programs.

- Created systems and policies for a Lucent Foundation program, with oversight of staff in 10 U.S. and 5 Asian cities.



beth@eefirms.com

646-981-8034

## ADDITIONAL EXPERIENCE

### WORKING IN SUPPORT OF EDUCATION

Program Director

### INSTITUTE OF INTERNATIONAL EDUCATION

Senior Grants and Contracts Specialist

- Planned and executed marketing strategies, resulting in a 58% increase in U.S. applications.
- Created collateral and built a marketing alliance, surpassing prior vendor in achieving diversity goals by 40%.
- Wrote reports and proposals, contributing to \$2.5+M in follow-on business.

**UNITED STATES CHAMBER OF COMMERCE, Washington, D.C.**

FOUNDING ASSOCIATE DIRECTOR, CENTER FOR CORPORATE CITIZENSHIP

Positioned group for launch and showcased civic leadership of member companies while providing opportunities for corporate, government and non-profit leaders to discuss prospective collaboration.

- Ensured pilot conference featuring Ted Turner was standing-room only, with 176 attendees.
- Co-authored, Corporate Responsibility & Globalization, a post-conference report.

**THAILAND BUSINESS COALITION ON AIDS, Bangkok, Thailand**

PROGRAM MANAGER AND TRAINER

Developed collateral, secured funding, and managed communications and events.

- Organized community relations events that improved public health awareness, increased visibility of corporate sponsor and raised funds during a financial downturn.
- Developed new business strategies and proposals, securing the Coalition’s largest grant, launching the Asian Business Coalition on AIDS.

**ROTSAWAEK WITTAYA PRIMARY SCHOOL, Ayuthaya, Thailand**

TEACHER

**UNITED STATES PEACE CORPS, Africa Region Operations, Washington, D.C.**

COUNTRY DESK ASSISTANT/ACTING COUNTRY DESK OFFICER

Managed back office operations for U.S. volunteers and staff in 5 African countries.

- Improved field understanding of agency policies and enhanced messaging of program value to key stakeholders through site visits to Ethiopia, Eritrea, Congo (Brazzaville) and Uganda.
- Developed briefing materials for agency senior staff and U.S. Vice President Al Gore.



**COMMUNITY ENGAGEMENT**

**REFUGEE ASSISTANCE ALLIANCE**

English Language  
Conversation Partner

**EDUCATION**

**UNIVERSITY OF PITTSBURGH**

Master of Public and  
International Affairs

**AMERICAN UNIVERSITY**

**WASHINGTON, D.C.**

Bachelor of Arts,  
International Affairs