

Clauss Consulting LLC

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Professional Overview

A team of talented communication strategists, writers, proofreaders, graphic designers and web specialists with more than 100 years of combined experience leading communications teams, spearheading communications strategy and concepting, writing, designing and publishing hundreds of internal and external corporate communications. Strategic problem-solvers able to create and implement plans to meet your current and future needs.

• Multiaudience, Multi-channel Integrated Communications	• Strategic Communications Development and Execution	• Photography and Video Production/Editing
• Budget Management	• Internal Communications	• Media Relations
• Crisis Communications	• Project Management	• Graphic Design
• Mergers and Acquisitions	• Process Implementation	• Proofreading
• Publications Management	• Social and Digital Media	• Event Planning

Professional Experience

2017 – Present

BrightSpring Health Services: *One of the largest providers of diversified home and community-based health services to complex, high-cost populations in more than 40 states*

- Provided strategic communications support for individual associate recognition programs, including CEO-distributed emails, greeting cards and website content
- Supported companywide change-management initiatives with videos featuring company leaders and printed collateral
- Produced external videos with original animation to promote the company's community service initiatives
- Concepted, wrote and designed brochures for government relations use with state legislature and lobbyists
- Collaborated with company stakeholders on collateral communications for use with key audiences at three national conferences

2018 – Present

St. Thomas/Holy Spirit Lutheran Church: *Evangelical Lutheran Church in America (ELCA) congregation, located in Saint Louis, Mo., with integrated preschool and home care services*

- Concepted, designed and published new, cohesive brand identities for the church, preschool and home care, including logos, external publications and websites
- Created new content for the church's and home care service's websites
- Established new email addresses for church staff, providing one-on-one training for staff

- Reinvigorated the preschool's social media presence on Facebook, developing a custom content calendar, including weekly postings and regular metrics report
- Developed staff recognition program, including staff videos, professional headshots and biographies for the preschool's website and social media

2018 – Present

Serendipity Ice Cream: *Ice cream shop in Webster Groves, Mo.*

- Provided strategic crisis management support via external and internal communications, including press releases, wholesale customer kits, in-store staff scripts/FAQs and website content
- Promoted Serendipity events with press releases and flyers, resulting in significant media exposure including on-camera news appearances for the client

2018 – Present

Train to Perform: *Saint Louis-based boutique fitness studio featuring strength, conditioning and mobility classes for everyday athletes*

- Designed, wrote and published weekly e-newsletters featuring original photography, exercise tips, healthy recipes and athlete profiles
- Concepted, shot, edited and published original video content from client outreach events and athlete interviews

1998 – 2018

Humana: *Fortune 53 healthcare company with 13.8 million medical members and \$54 billion in consolidated revenues*

- Provided strategic communications support on external and internal communications for acquisitions, network terminations, state/federal compliance mandates, corporate initiatives, large-scale change management programs and crisis management
- Implemented new provider communications programs in three major Medicaid markets and two dual Medicare-Medicaid markets
- Concepted, planned, wrote and published bimonthly healthcare provider e-newsletter, serving more than 900,000 healthcare providers
- Assisted with request for proposal responses, helping Humana secure multiple state Medicaid bids
- Created and published a monthly internal e-newsletter, winning a Public Relations Society of America Award for online marketing
- Developed various communications, including conference materials, social media posts, leadership messages, organizational announcements, presentations, etc., totaling more than 500 projects in 2018.
- Managed and maintained monthly budget, staying within agreed upon budget parameters and keeping leadership informed on budget projections