



# ELIZABETH HARNEY

## GET IN CONTACT

(217) 652-5844  
Grand Rapids, MI

harney.elizabeth@outlook.com  
linkedin.com/in/elizabeth-harney

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## PERSONAL PROFILE

A communications professional with expertise in development and implementation of digital communication strategies.

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## EDUCATION

Master of Arts  
Environmental Studies, 2019  
*University of Illinois at Springfield*

Bachelor of Science  
Biology, 2016  
*MacMurray College*

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## AREAS OF EXPERTISE

- Project management
- Internal and external communication
- Writing and editing for web and email
- Data collection and analysis

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## CERTIFICATIONS

*Certificate, Introduction to Coding Workshop, SheCodes (2020)*

Completed training in:

- HTML5
- CSS3
- Microsoft Visual Studio

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## WORK EXPERIENCE

### EMAIL AUTOMATION SPECIALIST

Women Who Code | Nov 2022 - present

- Draft weekly newsletter for non-profit community members
- Write emails for donor communication, including individual donation asks, Giving Tuesday campaigns, monthly giving requests, and tax receipts
- Collaborate with teams/departments to produce weekly newsletters
- Develop and manage digital communication campaigns
- Write blogs for the Women Who Code blog on various advocacy topics
- Provide edits for internal and external communications
- Procure and schedule guests for the WWCode Podcast
- Co-produce the WWCode Podcast
- Collect, track, and analyze data for communication campaigns

### DIGITAL MARKETING MANAGER

Hope | May 2022 - November 2022

- Manage five external websites for Hope programs
- Develop internal and external communication materials
- Write and edit copy for website optimization
- Design email marketing campaigns
- Collaborate with different departments to complete projects and support needs
- Plan and implement digital communication strategies
- Develop and implement social media strategies for 14 social profiles
- Track and analyze social analytics, including Google Analytics
- Continue research on the latest trends and communication strategies

### COMMUNICATIONS & SOCIAL MEDIA SPECIALIST

Conservation Nation | January 2022 - May 2022

- Develop internal and external communication materials
- Design and implement branding principles
- Write and edit copy for website optimization
- Design and write copy for monthly newsletters through Salesforce
- Collaborate with different departments to complete projects and support needs
- Design and implement digital communication strategies
- Manage social accounts on Twitter, LinkedIn, YouTube, Instagram, and Facebook