Betsey Merkel

Platform Developer and Digital Design Strategist

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SUMMARY

Passionate designer and innovative strategist. Experienced consultant to businesses who want to amplify purpose, reposition value for social markets, and accelerate enterprise.

Skills: project manager, team collaborator and talent coordinator, technology architectures, social brand identity, data management and publishing, e-commerce and Store construction, interviewer and story archivist, creative digital media production, content marketing, SEO, metrics & analytics, program development and media relations, coach, mentor and trainer.

EXPERIENCE

'LAKE ERIE LEGENDS', Cleveland, OH — *Director and Producer*

APRIL 2017 - MARCH 2017

['LAKE ERIE LEGENDS' is a part of the Western Cuyahoga Audubon campaign, 'WATER SPIRITS' - The Magic and Science of Freshwater Lakes, linking citizens, scientists and conservation activists from Lake Erie to Finland thru stories + film launched in conjunction with the Cleveland International Film Festival (CIFF) Mar 29 - Apr 9, 2017.]

'LAKE ERIE LEGENDS', is a 12-part mini-series that offers a bird's-eye view into the lives of citizen scientists, ecologists, artists, and municipal and government officials dedicated to Lake Erie environmental conservation. 'LAKE ERIE LEGENDS' is about how Lake Erie has been altered by humans and similar to the water spirits that took care of the water folk in 'TALE OF A LAKE'[1], this story collection explores how those living along Lake Erie are the water stewards and care takers of the Lake. Native American Indian legends, traditional music, and photography of Lake Erie's iconic shoreline, waterways, landscapes and animals combine to complete the story of today's Great Lake Erie.

- View 'WATER SPIRITS' - The Magic and Science of Freshwater Lakes at: https://goo.gl/LH7K7E
- View 'LAKE ERIE LEGENDS' by creating a new account at: https://goo.gl/aIHfk4

BETA Blight Survey 2016 v1.4, Cleveland, OH — *Design Strategist*

NOVEMBER 2016

The Blight Survey is a Near West Cleveland neighborhood social utility commissioned by the late Honorable Judge Raymond Pianka. Blight is defined by incidents of unsightliness and public hazard that may be detrimental to the health and wellbeing of near-west Cleveland, Ohio residents. This online mapping tool increases transparency and facilitates resident and visitor blight reporting. Project phases two and three launch a collaborative, social process to scale public, government and utility solutions to urban blight.

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[1] 'TALE OF A LAKE', a film co-sponsored by CIFF41 Community Partner, Western Cuyahoga Audubon.

- View the BETA Blight Survey Guide 2016 v1.4 at: https://goo.gl/5Gm0EB
- Explore the Near West Cleveland OH Blight Survey 2016 map at: https://goo.gl/8LPsQG

Western Cuyahoga Audubon, Cleveland, OH — *Platform Architect and Digital Strategist*

JULY 2015 - PRESENT

Orchestrated technology upgrade and digitization of organization materials, creation of cloud based workspace, led the design of a new social brand identity, refreshed copywriting, integrated e-commerce tools and created a portfolio of information products to populate an online Store, produce popular multimedia content, built expansive media libraries, initiated publishing, protocols and launch of a content marketing schedule to grow public awareness and increase citizen science research transparency, and continuously coaches, mentors & trains technology adoption and best practices.

Western Cuyahoga Audubon is a chapter of the National Audubon Society based in Cuyahoga County, Ohio, USA that connects and educates the public about bird species and habitat conservation.

- Read More: http://www.wcaudubon.org

The Institute for Open Economic Networks (I-Open), Cleveland, OH — *Co-Founder, Director and Platform Architect*

JUNE 2005 - MARCH 2017

Design and development of www.i-open.org, an online educational resource platform that connects and serves a global social entrepreneur network.

Architect of digital strategy and content syntax, copywriting, installation of SEO, metrics and analytic tools, construction of metadata libraries, brand identity integration, established publishing protocols and standards, produced "evergreen" and multimedia content, design of information products, e-commerce and construction of an online store, media relations and online community development. Producer of civic entrepreneur multimedia story libraries.

Betsey served as Co-Founder and a Director of The Institute for Open Economic Networks (I-Open), a 501(c)(3) economic development organization established to develop and deploy new practices and tools in Open Source Economic Development.

COINS-Collaborative Innovation Networks Conference, Savannah, GA — *Global Media Strategist and Online Community Manager*

MAY 2010 - OCTOBER 2010

Betsey was unanimously cited by colleagues for performance excellence across multiple roles positioned to influence and grow global research-industry social networks. During this five month project Betsey represented the Institute for Open Economic Networks, a conference co-sponsor, and served as a member of the Organizing Committee for the 2nd International Conference on Collaborative Innovation Networks COINs 2010 hosted by the Savannah College of Art & Design (SCAD) in collaboration with Massachusetts Institute for Technology's (MIT) Center for Collective Intelligence, Wayne State University College of Engineering - Department of Industrial and Systems Engineering, and Savannah College of Art and Design (SCAD). She authored/presented the peer-reviewed paper, **"COINS: An economic development tool for education, economic and workforce development in Open Source Economic Development"** and served as conference digital architect and social media strategist.

- Read More: COINs-Collaborative Innovation Networks 2010 Conference Steering Committee Recommendation http://www.betseymerkel.com/recommendation.html
- Read More: "COINS: An economic development tool for education, economic and workforce development in Open Source Economic Development" at ScienceDirect/Elsevier https://goo.gl/L6Hkde

The Center for Regional Economic Issues (REI) at Case Western Reserve University, Cleveland, OH — *Marketing and Network Strategy*

MAY 2002 - JUNE 2005

Successfully established innovation and entrepreneurial networks across academia, business, civic and government leadership with University constituents and off-campus organizations as a Center team member at the Weatherhead School of Management, Case Western Reserve University (CWRU) in Cleveland, Ohio.

During this time, Betsey also created a civic forum process that engaged 3,000 social entrepreneurs over 17 months (pre social media) accelerating collaborative enterprise for regional economic development.

Especially notable was her marketing and public engagement efforts for National Deliberation Day, an initiative of MacNeil/Lehrer Productions, the Public Broadcasting System (PBS), and By the People: America and the World for the 2004 U.S. Vice Presidential Debate hosted in partnership with 90.3 WCPN ideastream and CWRU. Betsey's creativity and follow through had a direct impact on the event's distinction of engaging a 5.74 times greater attendance than any other seventeen national convening sites, which led to the producer attending the full-day event and featured national television documentary coverage.

- Read More: Cool Cleveland Commentary - "Deliberation Day: The Power of Civic Engagement" by Eric Lutzo https://goo.gl/oKJ7zi

EDUCATION

Cleveland Institute of Music, Cleveland, OH — *Bachelor of Music; Master of Music in Harp Performance*

SEPT 1977 - MAY 1983

TECHNOLOGY SKILLS

- Social media platforms: Facebook, Twitter, Google+, LinkedIn, and more
- Presentation software: Microsoft Office programs, Omnigraffle; Google Apps, and more
- Google Apps; Social media library platforms such as SoundCloud, Picasa, Flickr, Vimeo, YouTube; Multimedia curation tools, iMovie, iSkysoft, iPhoto, and more
- Other: Weebly, Joomla, WordPress, MailChimp, SumoMe, AddThis, Paper.li, Hello Bar, and more

RECOMMENDATIONS

- Available upon request