



**WILLIAM J. BEVIL, CIP, CIG**

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## Marketing & Communications Specialist

Offering extensive professional experience in communications planning, media and design

### CORE COMPETENCIES

- Marketing & Communications
- Project & Vendor Management
- Planning & Strategy
- Graphic Design
- Budgeting & Cost Estimating
- Public Presentations
- Writing & Editing
- Social Media
- Content Development

Proficient with: Adobe CS6 (Photoshop, Illustrator), Microsoft Office Suite and MS Project  
Constant Contact, MailChimp, Google AdWords / Analytics, HootSuite, WordPress

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## PROFESSIONAL EXPERIENCE

### Communications Manager **Bird Conservancy of the Rockies**

Sept 2015–Present



Responsible for developing, managing and implementing Bird Conservancy's communications program across multiple platforms to reach, retain and engage current and new audiences. Utilize a range of social media, public relations and marketing tools to increase awareness and support of our work and programs, maintaining clear messaging and brand cohesion across all delivery channels.

#### Position Duties and Responsibilities:

- Writing and editing for online/print publications, articles, fundraising and development pieces, marketing collateral and other media
- Develop and distribute news releases to engage media and partners and convey important stories, results and events
- Content development, editing and design of annual report, print and e-newsletters, divisional brochures, information sheets and retail publications; Increased e-mail database by 1,700 in 2017 with a 40% average open rate (nonprofit avg. ~22%)
- Develop and maintain public outreach materials, exhibit displays and tradeshow booths
- Manage content of and provide analysis/performance reporting for organization website, blog, and social media; Increased organization's Facebook fans by 9,750 in 2017, and successfully enrolled in Google Ad Grants for Non-profits (access to \$120,000/year Google AdWords donation)
- Assist with fundraising campaigns and events including targeted appeals, membership drives, fundraisers, speaker events and online initiatives
- Provide design and content development support toward educational programs, interpretive media projects, grant proposals/presentations and partnership initiatives
- Develop and maintain a suite of communications tools and resources for staff to ensure brand cohesion, graphic identity and messaging guidelines are consistent across all communications platforms
- Oversee department administration including annual work/budget planning, vendor management, invoice processing, staff/volunteer coordination, etc.

**Exhibits Manager**  
**Fort Collins Museum of Discovery (City of Fort Collins)**  
2011–2015



Originally hired to provide project management leadership during the final design and build phase of new museum construction. Leading up to and following the grand opening in November 2012, the focus of my job shifted to department oversight, exhibit and graphic design, development of visitor experience products and services, marketing/advertising support and fundraising campaigns.

*Selected Accomplishment and Duties:*

- Alongside a range of talented staff, external designers, curators, fabricators and architects, successfully delivered 15,000 square feet of new exhibits and displays
- Designed and supervised installation of the Fort Collins 150 Special Exhibition
- Worked closely with key partners Fort Collins Natural Areas Department, U.S. Fish & Wildlife Service and CSU College of Veterinary Medicine & Biomedical Sciences toward the design and construction of the Shortgrass Prairie and Live Animals exhibit experiences
- Provided graphic design services for exhibits, marketing pieces, digital media, interior and exterior signage, and programming support (brochures, handouts, instructional aids)
- Wrote and edited text for exhibit labels, brochures and external communications
- Provided management oversight of the Exhibits Department which included long range planning, budgeting and resource allocation, and improving organizational processes
- Hired, trained and coordinated the exhibits team (three full-time staff and volunteers)

**Interpretation Technical Support Officer**  
**New Zealand Department of Conservation (Wellington, NZ)**  
2006–2010



Provided strategic advice and technical support to a network of 12 regional offices towards the delivery of external communications products and services at visitor centers, national and regional parks, marine reserves, historic sites and protected natural resource areas. This job focused heavily on organizational improvement and using the interpretive method as a tool to ensure consistently high quality and mission-aligned communications, with the goal of increasing public awareness, engagement and support on a range of conservation issues.

*Selected Accomplishments and Duties:*

- Provided graphics, multimedia and publication design support to the national Visitor Information team for a range of projects including brochures, maps, website graphics and visitor center displays
- Established and pilot-tested national guidelines for Conservancy/Site Interpretive Planning which outlined staff roles and responsibilities, stages of planning, audience research, site prioritizing, program development, thematic frameworks, media selection, evaluation and cost estimating
- Planned, organized and delivered specialized interpretation training events and workshops for staff across disciplines including community relations, marine, biodiversity, threatened species, recreation planning, concessions and historic heritage
- Contributed to organizational strategies including the Visitor Center Service Standard, Destination Management Framework, DOC Sign Standard and Digital Story System
- During peak season periods, worked in the DOC Wellington Visitor Center providing front-line services and recreation information to visitors

**Director of Exhibitions**  
**Fernbank Museum of Natural History (Atlanta, GA)**  
1999–2006



Provided creative leadership, guidance and management oversight of the exhibitions division, including all special and permanent exhibitions and related activities. The role included oversight of the department's operational and administrative needs including long-range planning, budgeting, project and bid management, interdepartmental collaboration and staff/team coordination.

*Selected Accomplishments & Duties:*

- Directed and coordinated the delivery of new temporary and permanent exhibit installations, overseeing design of interior spaces as well as the procurement of exhibition graphics, artifact displays and other interpretive media
- Introduced and implemented a series of improvements aimed at aligning the exhibitions division with best practice standards as recognized by the American Association of Museums
- Supervised the installation of thirteen major touring Special Exhibitions, all of which were delivered on schedule and on (or under) budget
- Lead Project Manager for the \$1.25 million major permanent exhibition *Giants of the Mesozoic*, coordinating logistics and project teams in Argentina, Canada and the U.S.
- Secured a \$90,000 Partnership Funding Award (federal grant) from the National Oceanic and Atmospheric Administration and served as project manager for the subsequent creation of a renovated Gray's Reef diorama, 1,000 gallon marine aquarium display and associated public programming
- Served as spokesperson for the museum, providing interviews, tours and presentations to local media, sponsors/donors, stakeholder groups, and the Museum Board of Directors
- Worked closely with the Education Department in the creation of programming support materials (field trip kits & teacher aids, gallery guides, online media) linked to exhibitions

**VOLUNTEER SERVICE & PROFESSIONAL AFFILIATIONS**

- National Association for Interpretation (Region 7 Director and Advisory Council, 2011-2017)
- Interpretation Network New Zealand (Leadership Committee Member 2007-2010, and served on the 2009 national workshop organizing committee)
- Karori Wildlife Sanctuary (Volunteer Ranger Guide 2009-2010)
- Georgia Wildlife Federation (Habitat Steward 2001-2005)

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**EDUCATION / RECOGNITION**

**Associate in Arts Degree** - Visual Communications (Art Institute of Atlanta)



**Constant Contact All Star (2016)**

Recognized Among Top 10% for Email Marketing Results



**Certified Interpretive Planner and Guide**

(National Association for Interpretation)