

Beth Martinez

Public Relations and Business Support Intern at Metropolitan State University of Denver

beth_martinez13@yahoo.com

Summary

Beth Martinez has over seven years of leadership and supervisory experience and 14 years of customer service and sales experience. Martinez is a natural born leader and uses her strong interpersonal skills, energy and passion to motivate and inspire her team to meet or exceed organizational goals and objectives. Her logical thinking and dynamic skill set allow her to maximize her team to their greatest potential and see the big picture to achieve the desired results.

Martinez began her public relations and business support internship at Metropolitan State University of Denver in January 2014. In this role, Martinez is responsible for supporting the ITS Business Services and performing a variety of duties. Her assignments include strategic planning and project management for website planning, creating and editing communication for campus wide announcements, interpersonal communication consulting, written and verbal communication related to software and hardware vendors and performing technical research. This includes understanding the overall campus-wide IT and procurement services business environment while working with Banner finance, providing direct support to help tickets and product ordering.

In addition, Martinez works with department leadership to look at ways to improve the overall business operation while focusing on enhancing the overall customer service experience. This includes analyzing data related to research, user surveys and defining and revising the overall workflow to improve overall customer satisfaction levels and business operations.

Martinez is pursuing her Bachelor of Arts in journalism with a concentration in public relations and non-profit studies.

Experience

Public Relations and Business Support Intern at Metropolitan State University of Denver

January 2014 - Present (4 months)

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Her additional scope of responsibilities includes proper use of terms related to Information Technology and basic understating of core IT systems and working with Procurement Services to test new software and

hardware, while working with office managers to improve the overall operational process of purchase orders, ticketing systems and administrative duties.

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Sales Support Supervisor at Aimco

January 2007 - January 2014 (7 years 1 month)

In this role, Martinez is responsible for providing leadership and managing operations for a multi-skill set sales team of 15-20 leasing specialists, driving innovation and change, while meeting or exceeding organizational goals and objectives. Martinez believes in motivational leadership, driving personal accountability and performance management, developing employees to their best selves.. She has successfully mentored and developed agents, who were promoted to property operations and corporate position. Martinez interviews new hire candidates and has provided new hire training and refresher training to her team to ensure they are knowledgeable and have the necessary tools and resources to be successful.

6 recommendations available upon request

Volunteer Experience

Volunteer at Denver Rescue Mission

Courses

Journalism, Public Relations/Non Profit Studies

Metropolitan State University of Denver

Crisis Communication: Sustaining Organizations

Public Relations Campaigns

Principles of Non profit organization and administration

Social Documentery

Legal and Ethical Issues in Journalism

Principles of Marketing

Layout and Design

Public Relations Writing

Media Writing

Fundamentals of Public Relations

Editing

Feature article writing

Language, Logic & Persuasion

Spanish

Psychology

Organizational Stability Nonprofit

Grant Proposal Research & Writing
Public Relations Applications
Social Documentary

Skills & Expertise

Customer Service
Team Building
Public Relations
Strategic Public Relations Planning
Press Releases
Leadership
Team Leadership
Quality Assurance
Journalism
Microsoft Office
Non-profits
Social Media
Customer Satisfaction
Employee Engagement
Employee Management
Web Chat
Customer Surveys
Problem Solving
Market Research
Writing
Entrepreneurship
Recruiting
Hiring Employees
Screening Resumes
Resume Writing
Data Analysis
InDesign
Employee Training
Property Management
Call Center
People Development
Sales Process
Performance Management
Time Management
Interviews
Social Networking
Marketing
Selling
Management
Account Management
OneSite
Crisis Management

Strategic Planning
Nonprofits
Call Centers

Education

Metropolitan State University of Denver

Journalism, Public Relations/Non Profit Studies, 2010 - 2014

2 recommendations available upon request

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8 people have recommended Beth

"Beth is an outstanding leader. She is very charismatic, quick-minded, and result driven. She tackles every challenge with determination and an energy that is hard to match. Beth always outperformed her peers and constantly pushed others to do better. Put simply, Beth was born to lead and inspire others."

— **Bryan Leland**, *Financial Analyst II, Aimco*, worked with Beth at Aimco

"Beth is very easy to work with. She communicates effectively the needs of her team and follows up quickly. If an issue arises, she immediately starts working to find a solution and keeps all stake-holders informed of the situation."

— **Molly Walsh**, *Print and Web Editorial Assistant, Aimco*, worked indirectly for Beth at Aimco

"Beth not only consistently demonstrates values, such as integrity, respect, collaboration, customer focus and performance each and every day she comes to work, but also embraces them. She is able to do all of them together with not much thought to how it will work. She does what is right in and out of the sight of others, respects the team members she supervises, collaborates with them to achieve high results, all the while maintaining customer focus and achieving high performance. Beth creates an environment, wherein team members who report to her can grow to their highest potential. I've witnessed and appreciated how she's treated not only those who report to her but also those who work with her as peers. She embraces each person's professional and personal growth, and makes it a part of her goal to help them all grow and celebrate each of their milestones. Beth understands and emphasizes the value of retaining top performing team members, as well as identifies those who are candidates for developmental assignments. She believes in building a relationship with the team members by learning what their potential is, even if they themselves doubt it, and then pushing them to grow and reach higher goals. Beth provides a compelling vision for the Shared Service Center, her team within the Shared Service Center, as well as anyone she works with in the organization. Her actions and words motivate others to move and build their skills because she is a living example of what it means to have a sense of purpose and drive for life and business. Beth inspires others to do excellent work by her example and her drive to accomplish results, all the while growing the person and the person's skill-set. She values each person's differences and understands that we all have high potential that must be reached. She shares her views, but in a respectful and impactful way, to inspire those around her to perform."

— **Tracy Ferguson**, *Contact Center Support Specialist, Aimco*, worked directly with Beth at Aimco

"It gives me great pleasure to write this recommendation for Beth. I had the pleasure of working with her for 7 years and watched her grow into an inspirational leader. Beth has the ability to take over any project and implement it with ease and achieve outstanding results. She also has the ability of leading a team to success, she is a diamond in the ruff when it comes to results, and she always sets a goal and exceeds it by focusing on her employee's knowledge and development. Beth has the ability to understand the main objective of any project and identifies process improvements as she manages to achieve extraordinary results. She is a leader that rolls up her sleeves to get the job done. Beth is amazing at developing relationships with her co-workers and direct reports as she continues to focus on the business in a caring and inspirational way. Working with Beth you will not only learn about the passion she has for any project she is assigned, you will also experience how she encourages the group to collaborate by asking inquisitive questions to help the team align for the best results. Beth is extremely confident in how she leads and operates her business and she is a pleasure to work with. It would give me great pleasure to work with her again and I encourage your organization to grab her as she would be an amazing addition to any team."

— **Deborah Flowers**, *Director of Contact Center Operations, AIMCO*, managed Beth at Aimco

"I have had the pleasure of working with Beth for almost four years at Aimco. Beth is very upbeat, positive and driven. She lead her team in a professional manner with lots of encouragement and the numbers for her team reflected her hard work and dedication to them."

— **Tracey Trout**, *Senior Administrative Assistant, AIMCO*, worked with Beth at Aimco

"Beth is a very knowledgeable and motivating supervisor. Her positive energy, helpful feedback, and caring attitude not only excelled my sales numbers at Aimco, but helped flourish my career as a marketing and sales consultant. I would highly recommend Beth as a leader with any team."

— **Sara Henning**, *Sales and Marketing Consultant, Aimco*, reported to Beth at Aimco

"I was highly impressed by the insights, knowledge and creative thinking that Beth regularly shared in the PR campaigns class we recently completed together at Metro State University. Her ability to bring innovative, fresh ideas to a project, along with her well-developed knowledge of PR and social media tools and strategy, will benefit any client or organization that's fortunate enough to work with her in the future. What also impressed me about Beth was her keen ability to build and develop relationships with great skill, purpose, and energy. I have tremendous respect for Beth as a results-driven innovator and thought leader, and would jump at the opportunity to collaborate with her in the future."

— **Karen Howell**, *Student, Metropolitan State University of Denver*, studied with Beth at Metropolitan State University of Denver

"Beth was great at developing communication plans with solid details, requirements and expected results. She is passionate about what she does and that comes through when she presents."

— **Kari Hiatt-Moran**, *Senior Communications Coordinator, CableLabs*, studied with Beth at Metropolitan State University of Denver

[Contact Beth on LinkedIn](#)