

# Zach Solomon-Beloin

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## PROFESSIONAL EXPERIENCE

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### Communication and Change Management Lead Consultant: Allstate Illinois May 2017 – Present

- Plans and implements communication and change management strategies for the 16,000 employee Claims organization by partnering with senior leaders, project management and lines of business to support business goals
- Develops effective and engaging communications through strategic messaging with technology, media and design
- Supports new products and processes through strategic consulting and cross-functional working teams

### Social Media Community Manager, Communications: Allstate Illinois Sept. 2014 – April 2017

- Developed Allstate's internal communications platform for 16,000 Claims employees in 150 offices across the country, and an analytics platform used to optimize engagement and produce quality content
- Built social media employee community used as the knowledge management repository where employees would find on the job resources and information, ask technical questions, collaborate and share ideas to improve products and services
- Led more than 80 regional community managers by providing educational and technical support to grow engagement, customize and localize the knowledge management platform's design and functionality based on communication and business needs

### Corporate Relations: Allstate Insurance Arizona May 2011 – June 2014

- Created and implemented regional communication and community management strategies for internal and external campaigns in the Southwest Region, earning 13 public relations awards and contributed to the leading customer loyalty score in the country
- Collaborated cross-functionally to rebuild partnerships with independent agencies by creating and producing a communication platform that resulted in a 2014 International Association of Business Communicators (IABC) Award of Excellence for publication design, as well as 35 percent increase in active agencies and exceeded sales goals for the first time in four years
- Planned and executed a reputational and community relations campaign including a playground dedication, internal and media relations and a school supply drive that earned two national Public Relations Society of America (PRSA) awards, five regional PRSA and IABC awards, 150 media placements and increased both agency relationship and customer survey results

### Freelance Web Design, Social Media and Technology Consultant Arizona Aug. 2006 – Present

- Designed websites and digital marketing campaigns focused on customer and user experiences, as well as converting website visitors to customers using creative platforms including WordPress, Adobe Creative Suite and coding using best practices
- Managed customer relationships and support requests on projects including web maintenance, social media marketing, search engine optimization (SEO), content and quality link building

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## PUBLIC RELATIONS & COMMUNICATIONS AWARDS

### 2 NATIONAL:

- 2012 PRSA Silver Anvil for Reputation and Brand Management
- PRSA Bronze Anvil for Press Kits and Media Kits

### 11 REGIONAL:

- 2014 IABC Copper Quill Awards of Excellence: Publication Design and Marketing, Advertising and Sales Vehicles; Awards of Merit: Change Communication and Internal Communication
- 2013 IABC Copper Quill Awards of Merit: Communication Management and Communication Skills
- 2012 PRSA Copper Anvil for Special Events, Award of Merit for Internal Communications Campaign
- 2012 IABC Copper Quill Awards of Excellence: Community and Government Relations and Employee Communication; Award of Merit: Media Relations

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## EDUCATION

**Arizona State University: Walter Cronkite School of Journalism and Mass Communication** 2013  
Bachelor of Arts, Journalism and Mass Communication – Emphasis: Public Relations Summa Cum Laude

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## TECHNICAL SKILLS

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Mac & PC	Social Media	Email Marketing	Advertising	Analytics	Web Design	Graphic Design	Audio, Video
Microsoft Office	Buffer Hootsuite	MailChimp Constant Contact	Google Facebook	Google Analytics	WordPress	Adobe Creative Suite	Final Cut Pro Apple Logic

HTML,  
CSS