

Deborah Beckwin

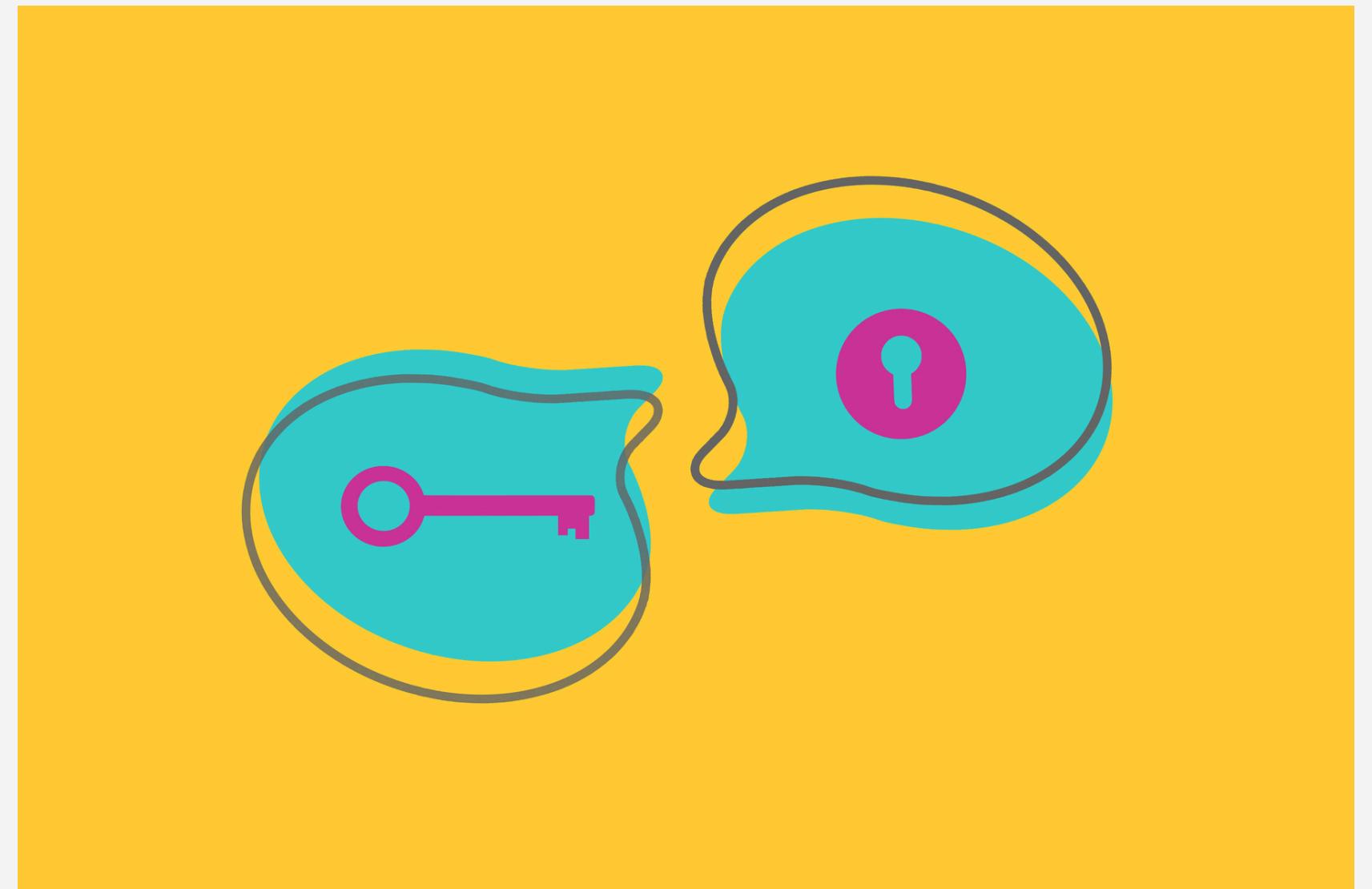
STRATEGIC ADVISOR & NARRATIVE ARCHITECT



about

CRAFTING CLARITY: CONNECTING
PEOPLE AND ORGANIZATIONS
THROUGH THE WRITTEN WORD

I'm your communications catalyst with 20+ years of progressive experience creating narrative systems that translate complex expertise into real, scalable influence.



approach



- **People First:** People first, always. We're here to do more than just make money. I believe the more successful our working relationship is, the more successful and prosperous the project will be.
- **Integrity:** Integrity is everything to me. I do my best to make sure my intentions, words, and actions are all aligned.
- **Effective Communication:** I keep you informed of your project's progress in a clear and consistent manner. We co-create goals that help create a successful project from jump.
- **Joy:** It's not just happiness or fun — which I'm sure we'll experience. But it's the *joie de vivre* — it's that special stuff that gets us up in the morning. We're here to make a difference and there should be joy in what we co-create together.

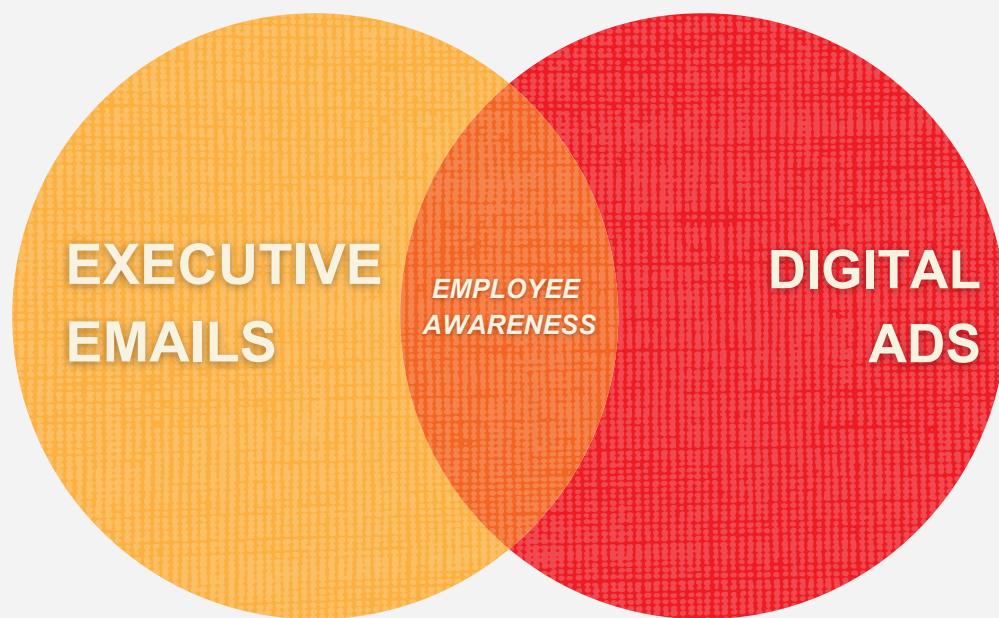
project one

The Gates Foundation |
Narrative Design



- **THE CHALLENGE:** TRANSFORMING FIVE YEARS OF DENSE, SILOED ACADEMIC RESEARCH INTO A UNIFIED ROADMAP FOR EXECUTIVE STAKEHOLDERS.
- **THE LOGIC:**
 - **SYNTHESIS:** FILTERED TECHNICAL RESEARCH INTO A HIGH-LEVEL "NORTH STAR" NARRATIVE TO ENSURE IMMEDIATE EXECUTIVE BUY-IN.
 - **ALIGNMENT:** CREATED A CENTRALIZED MESSAGING FRAMEWORK TO BRIDGE COMMUNICATIONS BETWEEN RESEARCHERS AND FUNDING LEADS.
 - **ARCHITECTURE:** ORGANIZED INFORMATION INTO A "TIERED" SYSTEM: SIMPLIFIED VISION FOR LEADERSHIP, TECHNICAL DEEP-DIVES FOR SMES.
- **THE RESULT:** UNIFIED THE DETL TEAM'S STRATEGY, SECURING STAKEHOLDER ALIGNMENT FOR MULTI-YEAR FUNDING GOALS.

- **THE CHALLENGE:** NAVIGATING A FRICTIONLESS VENDOR TRANSITION FOR A 40,000-EMPLOYEE HEALTHCARE SYSTEM.
- **THE LOGIC:**
 - **OMNI-CHANNEL FRICTION REDUCTION:** ENGINEERED A MULTI-TOUCH EMAIL AND DIGITAL AD SEQUENCE TO ENSURE NO EMPLOYEE WAS LEFT WITHOUT CLEAR INSTRUCTIONS OR INTENT.
 - **MODULAR SCALABILITY:** DESIGNED A "PLUG-AND-PLAY" ASSET LIBRARY THAT ALLOWED VARIOUS BUSINESS UNITS TO ADAPT THE CHANGE-MANAGEMENT STORY TO THEIR SPECIFIC NEEDS.
 - **CONTENT AUDIT:** ENSURED VOICE AND TONE MATCHED CEO AND ENTERPRISE STYLE GUIDE FOR ALL ASSETS
- **THE RESULT:** SUCCESSFUL, ON-TIME ONBOARDING OF THE NY STATE HEALTHCARE SYSTEM WITH HIGH ADOPTION RATES.



project two

Medline Industries | Change Management



project three

Bloom Works | UX & Plain Language Governance



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- **THE CHALLENGE: MODERNIZING COMPLEX, JARGON-HEAVY GOVERNMENT DOCUMENTATION FOR MARGINALIZED PUBLIC USERS.**
- **THE LOGIC:**
 - **COGNITIVE LOAD REDUCTION:** APPLIED PLAIN LANGUAGE PRINCIPLES TO 60+ DIGITAL ASSETS, PRIORITIZING TASK-ORIENTED SYNTAX OVER BUREAUCRATIC JARGON.
 - **ACCESSIBILITY FIRST:** INTEGRATED WCAG 2.1 STANDARDS INTO THE CONTENT LIFECYCLE TO ENSURE LEGAL COMPLIANCE AND UNIVERSAL USABILITY.
 - **HCD INTEGRATION:** USED HUMAN-CENTERED DESIGN PRINCIPLES TO MAP USER JOURNEYS AND SIMPLIFY HIGH-FRICTION APPLICATION PROCESSES.
- **THE RESULT: IMPROVED READABILITY SCORES ACROSS ALL MANAGED ASSETS AND 100% FEDERAL ACCESSIBILITY COMPLIANCE.**

- **THE CHALLENGE: TRANSLATING SENSITIVE FOSTER CARE DATA INTO A TRAINING ECOSYSTEM FOR A MAJOR HEALTHCARE PAYER (AETNA).**
- **THE LOGIC:**
 - **TRAUMA-INFORMED PROTOCOL:** AUDITED ALL NARRATIVES AGAINST SAFETY AND AGENCY BENCHMARKS TO PREVENT RE-TRIGGERING USERS OR SUBJECTS.
 - **SME-TO-USER BRIDGE:** TRANSLATED COMPLEX CLINICAL PRIMARY SOURCES INTO EMPATHETIC, PLAIN-LANGUAGE RESOURCES FOR FRONT-LINE WORKERS.
 - **ADVOCACY ALIGNMENT:** CENTERED THE PATIENT EXPERIENCE IN ALL TRAINING MODULES TO DRIVE EMPATHETIC ENGAGEMENT.
- **THE RESULT: 10% INCREASE IN NET PROMOTER SCORES (NPS) AND HIGH CLIENT SATISFACTION RATINGS FOR AETNA TRAINING INITIATIVES.**

project four

National Council for Mental Wellbeing |
Trauma-Informed Strategy

NATIONAL COUNCIL
for Mental Wellbeing

HEALTHY MINDS • STRONG COMMUNITIES

Creating a Trauma-informed Environment in Your Foster Home

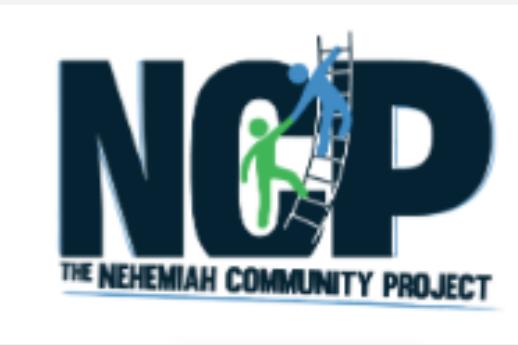
The Dramatic Shift of Being Placed in a Foster Home

When a foster child is placed in your home, their world has likely turned upside down. They're separated from their family members. They no longer have their bedroom with all their personal items. They're split from their pets, friends and neighbors. Many times, they're also separated from their teachers and classmates. They may have put their clothes and whatever else that they could fit into a garbage bag and suddenly leave the world they've known all their lives.

So although being placed in your care helps ensure their safety and well-being, moving into a new home can be a traumatizing experience, filled with grief, loss and anxiety. Understanding your foster child's perspective and honoring their voice and choice can help them adjust to their new surroundings and find their place in your home.

project five

Nehemiah Community Project | Digital Growth Strategy



Week 1 Introduction to NCP

Week 2 Intro to the people at NCP

Week 3 Content Pillar 1

Week 4 Content Pillar 2

November Giving the Gift of Presence

Trying to give people back their humanity

Transformative type of organization

- **THE CHALLENGE: RAPIDLY SCALING A LOCAL MISSION TO NATIONAL DONOR VISIBILITY THROUGH ORGANIC ENGAGEMENT.**
- **THE LOGIC:**
 - **NARRATIVE SCALING:** RE-POSITIONED THE BRAND FROM "LOCAL NONPROFIT" TO "NATIONAL AUTHORITY" THROUGH CONSISTENT THOUGHT-LEADERSHIP CONTENT.
 - **ENGAGEMENT LOOPS:** BUILT A CONTENT ARCHITECTURE DESIGNED FOR SHAREABILITY AND DONOR CONVERSION.
 - **DATA-DRIVEN ITERATION:** USED WEB ANALYTICS TO DOUBLE DOWN ON HIGH-PERFORMING NARRATIVES, RESULTING IN A 13X INCREASE IN VISITORS.
- **THE RESULT: 31X INCREASE IN SOCIAL REACH AND SIGNIFICANT GROWTH IN INSTITUTIONAL FUNDING OPPORTUNITIES WITHIN 90 DAYS.**

client testimonials



Deborah is dependable, so I was able to step away from oversight of the project. Deborah's services will create better products. You need Deborah and she will work magic.

SL RAO | VP, OPTIMISTIC DESIGN



What I appreciate about Deborah and working with her is that she is human, funny, knowledgeable, kind, considerate and that she understands the world of social media.

CHRIS CHAMBLIESS | FOUNDER AND CEO, THE NEHEMIAH COMMUNITY PROJECT



**READY TO CREATE
MAGIC TOGETHER?**

Let's connect!

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