

Catherine H. Berry

Communications, Community Education, and Program Management

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📍 Chicago, Illinois

Collaborative leader, outreach strategist, and affordable housing advocate with 8+ years of Chicago-area and national experience in government, non-profit, and corporate communications.

Advanced proficiency in Spanish (reading, writing, and speaking).

Experience

NATIONAL ASSOCIATION OF HOUSING & REDEVELOPMENT OFFICIALS | WASHINGTON D.C.

Largest and oldest membership association for housing agencies and professionals with 26k + members

- **Communications Manager | Remote** *April 2023 - Present*
 - Research, curate content for, and issue member- and public-facing emails including daily news clips (1.2k subscribers; 34.5% open); weekly policy and training updates (11.2k subscribers; 33.6% open); 1-2x monthly newsletters (10.3k subscribers; 39% open); and 2x yearly Journal (open access).
 - Refocus association voice, branding, and content strategy through interdepartmental collaboration.
 - Staff the Housing America Advisory Committee (17 housing executives); manage its budget and administer its annual programs: NAHRO Merit Scholarship (\$10k), NAHRO-LDG Scholarship (\$12k), What Home Means to Me Poster Contest and Calendar (1300+ sold), and related fundraising.
 - Enhance internal communications procedures, including website management, from-scratch intranet development, project management strategies; and conduct staff/volunteer media training.

CVR ASSOCIATES | CHICAGO, IL

Nationwide affordable housing consultant, contractor, and HUD Technical Assistance (TA) provider

- **Content Manager | Hybrid** *November 2019 - March 2023*
 - Developed, supervised, and executed marketing strategies for Housing Choice Voucher (HCV), Emergency Rental Assistance, and TA clients, including Chicago Housing Authority (CHA), Housing Authority of the City of Los Angeles, Buffalo Municipal Housing Authority, and Westchester Co. NY.
 - HCV subject-matter expert: designed, wrote, edited, and distributed daily digital and print content to 60k+ residents and property owners, including newsletters, mailers, guidebooks, flyers, and videos.
 - Transitioned CHA HCV workshops and annual Owner Symposium event from in-person to online and on-demand, re-creating 15+ presentations and supporting learning materials.
 - Developed talking points, scripts, slides, press releases, and social media posts to support executive speaking engagements, media inquiries, contract proposals, and coordinated crisis response.
 - Trained and managed volunteer and/or contract event staff and remote project sub-contractors.
- **Marketing & Communications Associate | On site** *October 2016 - November 2018*
 - Expanded CHA HCV tenant-landlord workshop series to 2x weekly, decreasing client calls by 20%.
 - Streamlined CHA staff-client information flow via three in-person resource libraries, two quarterly newsletters, and 200+ template letters/forms (including translations to six core languages).
 - Co-organized of all aspects of the annual CHA Owner Symposium conference (1k+ attendance).
- **Marketing & Communications Assistant | On site** *June 2016 - October 2016*

KOVITZ SHIFRIN NESBIT | CHICAGO, IL

Exponentially growing, housing-focused law firm with a strong focus on community education

- **Marketing Associate | On site** *November 2018 - September 2019*
 - Managed all print/digital marketing content: direct mail, podcasts, articles, social media, and e-news.

Skills & Tools

- Cross-functional, high-performance, and customer-oriented team manager
- Cross-departmental goal setting and mutually-beneficial project collaboration
- Interdisciplinary formal/informal mentorship and relationship building
- Event, contract, and program budgeting
- Spokesperson, media liaison and trainer
- Crisis communications and priority setting
- Automated project management
- Content calendaring and awareness campaign development
- Effective meetings using Robert's Rules of Order and Parliamentary Procedure
- AP Style writing and editing
- Executive and organization social media account management
 - Facebook, Twitter, Instagram, LinkedIn
- Targeted marketing and data analysis
 - Google Analytics, Google Search Console
- Email campaign buildout
 - Constant Contact, Higher Logic, MailChimp
- Graphic design; digital and print publishing
 - InDesign, Illustrator, Photoshop, Canva
- Web design, audio/video recording, and editing
 - Wordpress, Wix, Premiere Pro, After Effects
- Presentation and proposal development
 - PowerPoint, Excel, Word, PowerBI
- Database and document management
 - Sharepoint, Yardi, Protech, Smartsheet

Certifications

NATIONAL ASSOCIATION OF HOUSING & REDEVELOPMENT OFFICIALS

- Certified Specialist in Fair Housing (CSFH) *February 2024*
- NAHRO Certified Commissioner (NCC) *December 2023*
- Certified Specialist of Eligibility and Calculation (CSEC-HCV) *December 2020*
- Certified Specialist of Occupancy (CSO-HCV) *January 2018*

COMMUNITY INVESTMENT CORPORATION

- Multi-Family Property Management *December 2017*

Education

- **Master of Education in Community Development + Action** | *High Distinction* *2015*
VANDERBILT UNIVERSITY
- **Bachelor of Art in Architecture, Urban Design minor** | *Honors* *2013*
MIAMI UNIVERSITY (OHIO)

Alpha Rho Chi

Worthy Grand Scribe

July 2019 - June 2023

- Drove organization-wide communication, events, awards, technology, archives, and training initiatives for 33 student chapters and hundreds of nationwide alumni members; collaborated extensively with the WGE, WGI, and WGL to develop/execute pandemic-response dues cuts and budget realignment, virtual Leadership Conference, Virtual Ritual and the Jump Start Program.
- Independently led a complete database and website content/hosting transition to GreekTrack, including contract negotiation, transition communications, training, and system troubleshooting.
- Streamlined APX Bronze Medal award ordering and delivery reducing administrative burden by 80%.
- Onboarded/trained dozens of nationwide volunteers on national systems and SOPs; directly supervised the Publications Director, Database Coordinator, Awards Coordinator, and Historian.

NATIONAL APPOINTMENT

Advisor Director

July 2016 - June 2019

- Liaison to 30+ faculty advisors for collegiate chapters; executed annual Advisor Roundtable event.

Regional Director 3 | Anthemios, Hippodamus, Metagenes, Pytheos

July 2014 - June 2016

Expansion & Ritual

- **Ritual Workshop Trainer** | Anthemios, Mnesicles, and Senenmut *October 2017 - February 2023*
- **Ritual Support Team** | Hippodamus and Amenophis Installations *March 2013 and April 2017*
- **Examining Worthy Architect** | Severus and Philon Installations *June 2012 and January 2013*

CONVENTION

Convention Primer Trainer

March 2015 - February 2023

- Independently developed and taught Convention orientation sessions, including Robert's Rules of Order to incoming delegates of eight National Conventions.

Convention President | 66th National Convention (San Antonio, TX)

March 2013

Convention Parliamentarian | 65th National Convention (Jacksonville, FL)

March 2012

Delegate | Isidorus Alumni Association

- 70th National Convention - Portland, OR *March 2017*
- 68th National Convention - San Jose, CA *March 2015*
- 67th National Convention - Chicago, IL *March 2014*

Committee Member

- **Ritual Committee** | 71st and 72nd National Convention *March 2018 - March 2019*
- **Resolutions Committee** | 71st and 68th National Convention *March 2015 and 2018*
- **Audit Committee** | 70th National Convention *March 2017*

AFFILIATIONS

Hippodamus Alumni Association

March 2017 - Present

Isidorus Alumni Association

January 2014 - December 2017

- Founding member; association Secretary (and acting Treasurer, late 2015-2017)

Isidorus Chapter | Miami University (Oxford, OH)

- Worthy Architect *May 2011 - May 2012*
- Charter class | Governance Committee | Installed April 30, 2011 *February 2010 - April 2011*