



beth waterfall

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PROFESSIONAL SKILLS

Corporate communications
Marketing strategy
Business development
Brand + identity development
Public relations
Investor relations
Creative project management
Event creation + execution
Writing + editing
Executive coaching

CANNABIS IMMERSION

- 100% cannabis industry focus
- Founded 501c3 ELEVATE NE
- Member, Cannabis Marketing Association
- Member, Cannabis Center of Excellence Advisory Board
- Director of NECANN Programs
- Supporting Member, Minority Cannabis Business Association
- Former Chair, Women Grow
- Founder, Massachusetts Mothers for Regulation and Taxation of Marijuana
- Seminar + conference speaker

SOCIAL

-  [linkedin.com/in/bethwaterfall/](https://www.linkedin.com/in/bethwaterfall/)
-  [facebook.com/bethwaterfallmcsweeney](https://www.facebook.com/bethwaterfallmcsweeney)
-  [@bethwaterfall](https://www.instagram.com/bethwaterfall)
-  [@bethwaterfall](https://twitter.com/bethwaterfall)

FROM CORPORATE TO CANNABIS

With 15+ years of corporate communications and business development experience in highly regulated industries, I help cannabis companies grow via effective communications, strategic connections, and unforgettable event experiences.

WORK EXPERIENCE

PRESIDENT

RIVETER LLC (d/b/a Beth Waterfall Creative) | 2015 - Present

FOUNDER + EXECUTIVE DIRECTOR

ELEVATE Northeast Events & Education | 2017 - Present

DIRECTOR OF PROGRAMMING

New England Cannabis Conventions | 2015 - Present

CHAIRWOMAN

Women Grow: Boston | 2016 - 2017

SENIOR COMMUNICATIONS SPECIALIST

Nixon Peabody | Nov 2015 - Nov 2017

DIRECTOR OF MARKETING

Blum Shapiro | Sep 2014 - April 2015

MARKETING COMMUNICATIONS MANAGER

Burns & Levinson LLP | Sep 2011 - Sep 2014

SENIOR ASSOCIATE - MARKETING

Grant Thornton LLP | Aug 2007 - Sep 2011

EDUCATION

Providence College | B.A. | American Studies | 2001

Harvard Extension School | Marketing Management | 2011