

# Michael Gray Beckett

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## Professional Profile

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High-performing professional focused on crafting innovative solutions to challenges. Skilled in developing new initiatives. Artful at brainstorming and visioning. Proven performance in coaching, mentoring, and outreach roles. Excel at identifying and securing resources. Adept at balancing creative, critical, and strategic thinking. Continuous learner. Articulate communicator. Interests include wellness, human connection, personal development, environment, and travel. Exploring opportunities for work and collaboration that suit my multiple dimensions. Open for conversations that reveal serendipitous, mutually beneficial connections. See [www.becks-next-act.com](http://www.becks-next-act.com) for more.

## Accomplishment Snapshots

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### Program and Initiative Development

- Established successful communications consulting practices in San Francisco and Boston. Work with clients in business, nonprofit, and government sectors to assess challenges, define goals, and create effective solutions. Collaborate with designers and web developers to optimize content and messaging. Manage freelancers.
- Created and implemented writing skills development program for staff of 35 professionals at top San Francisco public affairs firm. Collaborated with creative director to establish system integrating materials development, review, and production.
- Developed computer-learning labs in underperforming K-5 urban schools. Interviewed teachers to assess student needs. Developed lesson plans to address reading/language arts, math, and computer curricula goals. Researched and secured appropriate software and additional learning resources.
- Planned and coordinated weekend event for 100 minority professionals on Martha's Vineyard. Arranged accommodations and transportation. Organized activities including tours, receptions, and gala clambake for 250 guests and dignitaries including sole surviving Harlem Renaissance author.

### Coaching, Mentoring, and Support

- Coached consulting firm staff to improve writing and strategic communication skills. Conducted individual assessment interviews, crafted customized learning contracts, and prepared annual evaluations.
- Taught computer literacy, basic programming, and word processing to diverse urban student population in Grades 3-5. Prepared Grade 5 students for mandatory computer curriculum exam, with all students attaining proficiency. Developed and conducted computer literacy workshops for teachers and parents.
- Mentored student in South African settlement via webcam, text, and phone. Secured study resources for matriculation exams. Coached his social and academic transition to college. Provided guidance on job hunting practices and strategies. Introduced him to City Year South Africa, where he was elected team leader.
- Supported group of six refugees newly settled from various countries. Identified and introduced them to local services and resources, including library, ESL classes, and transportation. Provided in-home group ESL instruction prior to their acceptance into formal programs.

### Communication and Outreach

- Collaborated with executive director on developing initial proposal for the Healthy Generations Project, a program that develops resiliency in children and parents residing in high-risk public housing in San Francisco.
- Developed comprehensive public information program covering design process for new San Francisco Bay bridge, including web site, newsletters, media articles, and talking points. Balanced conflicting perspectives on high-profile, controversial project including land use, aesthetics, and environmental impacts.
- Produced award-winning, 15-minute video documentary on the plight of Amerasian children in Southeast Asia. Conducted research and located interview sources. Developed and conducted on-camera interviews.

## Professional Background

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<b>Communications Consultant</b>	Beckett Creative (numerous industry sectors) <i>Boston, 1998–Present; San Francisco, 1990–1998</i>
<b>Editorial Manager/Staff Development Coach</b>	Public Affairs Management (public outreach consulting firm) <i>San Francisco, 1994–1996</i>
<b>Marketing Communications Consultant</b>	Boston University Executive Programs (professional education) <i>Boston, 1989</i>
<b>Communications Program Associate</b>	The Partnership, Inc. (private nonprofit) <i>Boston, 1988–1989</i>
<b>K-5 Computer Education Teacher</b>	Boston Public Schools <i>Boston, 1986–1988</i>
<b>Copywriter</b>	Canton Advertising <i>Canton, MA 1984–1986</i>

## Education

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<b>Emerson College, Boston</b>	B.S. in Mass Communication/Television Production
<b>Clark University, Worcester MA</b>	Graduate coursework in leadership, economics, and business law
<b>Philanthropy University, Berkeley CA</b>	Online course through UC Berkeley/Haas Business School in Essentials of Nonprofit Strategy

## Attributes (as noted by others)

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creative, trustworthy, unconventional, empathic, courageous, funny, compassionate, talented, inspiring, dedicated, curious, humanist, thoughtful, original, perceptive, irreverent, authentic, gifted, imaginative, versatile, resourceful, idealistic, responsible

## Future Career Guideposts

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meaning, connection, depth, learning, challenge, collaboration, variety, travel, fun, impact

## Acknowledgments

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<i>In the Snake</i> Anthology	<b>Grand Prize for Fiction, 2011</b>
Massachusetts Cultural Council	<b>Playwriting/New Theater Fellowships, Finalist 2003</b>
Chesterfield Writer's Film Project	<b>Screenwriting Fellowships, Semifinalist 2003, 2001</b>
Austin Film Festival	<b>Screenwriting Competition, Second Round 2001</b>
New York Anti-Defamation League	<b>Dore Schary Award for Humanitarian Filmmaking</b>

## Career/Life Mantra

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**Explore • Discover • Share • Enlighten • Empower • Inspire**