

# Belinthia A. Berry, M.S.

**Transformational Leader. Advocate. Mentor.**

Belinthia Berry, M.S. is a native of Tampa, FL. She holds a Bachelor of Science degree in Public Relations with a minor in Human Resources from Florida A & M University and a master's in organizational leadership and Management from Springfield College. She is also certified in Media Sales, Contract Training and holds several leadership certificates. Her experience is diverse and includes community, government, and media relations; consultative and economic/business development; nonprofit management, events, strategic planning and social media.

Belinthia has over 10 years of experience in higher education Workforce training. She has strategically partnered with academic leadership and other internal departments to provide workforce training programs and/or continuing education unit credits to students, faculty and staff. In addition to, successfully partnering with local workforce boards, United Way, governmental entities, private for profit and nonprofits organizations to place low income disadvantaged residents in career programs to self-sufficiency.

Belinthia has built intentional partnerships with key public and private sector organizations including Hillsborough and Pinellas area schools, employers, local and national colleges and universities and peer institutions. She has developed and implemented new partnerships with business and industry in the community by fostering a supportive economic development environment which included contract and community education.

As the Dean of Workforce Development and Corporate Partnerships at St. Petersburg College, Belinthia Berry manages the workforce and economic development departments that meet the needs of local and national businesses, industry, and individuals which include:

- Provides administration to over 16+ million dollars of local, state and federal grants
- Workforce Education: Career & Technical non-degree and professional development training programs
- Career Connections: Carl D. Perkins Career and Technical Education grant, State and federal grants, articulations, job/internship placement, Career Advisory Committees
- Corporate College: Corporate contract training, Lifelong Learning, St Pete Works, Silver Scholars, College for Kids, Tampa Bay Education to Employment Connection (TBEEC)
- Collaborative Labs

As an advocate and community servant, Belinthia provides service and advocacy to her community through several nonprofit organizations. In addition to, a member and First Vice President of the Tampa Metropolitan Chapter of Delta Sigma Theta Sorority Inc. She was recently appointed Chair to the Tampa Bay Healthcare Collaborative Board of Directors, a nonprofit organization that promotes and advances the health and wellness of those underserved through community collaborations.

Belinthia has been an active member of the National Coalition of 100 Black Women Inc. since 2008 and currently serves as the local President of the Tampa Bay Area Chapter. Her national experience consists of four years on the National Board as a Board of Director (2017-2021), Co-Chairperson, 100 LEAD Academy (2019 – 2021), Fund Development Committee (2021) and the Finance Committee (2022).

In 2021, Belinthia was Named Top 10 under 40 by the Tampa Bay Magazine, and Florida African American History Calendar Honoree (Community Activist) by AT&T, along with receiving the Tampa Bay Rays, Jackie Robinson Breaking Barriers (Integrity) award and was recognized at the You Deserved to Be Loved Girls Summit -Significant Spotlight Award.



# BELINTHIA A. BERRY

## CORE EXECUTIVE QUALIFICATIONS

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- Business Development; Consultative Sales
- Community Relations and Partnerships; Media Relations
- Financial Management
- Non-Profit Program Building and Collaboration
- Internal and External Communications
- Political Affairs; Civic Engagement
- Presentations, Oral and Written Communications
- Project Management Skills
- Social Media; Marketing and Publicity; Special Events Planning
- Strategic Planning; Executive Collaborative Leadership
- Workforce and Professional Development program creation

## PROFESSIONAL EXPERIENCE

### St. Petersburg College, Tampa, FL

Dean, Workforce Development and Corporate Partnerships

August 2022 - present

- In collaboration with the Vice President Workforce Development and Corporate Partnerships, provides leadership for building clear pathways between non-credit and credit credentials.
- Provides leadership in developing and responding to workforce and economic development opportunities and developing partnerships and collaborations with business and industry, education, government, and the community.
- Ensures the college provides effective, relevant, and timely programming to meet the needs and goals of students and the surrounding community.
- Promotes academic achievement, instructional quality, and learning for non-credit offerings consistent with education best practices, and fiscal responsibility.
- Contributes to and promotes the mission, vision, values, and strategic priorities of the college.
- Develop and lead instructional initiatives; including new program development and revision of curricular programs and courses to meet the changing needs of students and area businesses.
- Actively seeks out and establishes partnerships with businesses and community organizations, secondary schools, and four-year institutions.
- Provide leadership in the preparation and submission of course, nondegree, and program requests, and reports; assists with academic programs review, unit planning and budget management.
- Prepares budgets, analysis of revenues and expenditures, and makes recommendations for resource allocation and management.
- Serves as member of the President's Cabinet and Economic Mobility strategic planning committee and College committees as assigned; assists with the leadership of the Advisory

committees.

- Works collaboratively with staff in development of course schedules, hiring of instructional staff and instructional staff development initiatives.

Director, Corporate College

June 2015 –August 2022

- Represent and penetrate the market for Global Corporate College to cultivate over 100+business relationships throughout the State of Florida, United States and Internationally.
- Cultivate international relationships through Global Corporate College with the Chinese Government Leaders and University Presidents to develop and provide workforce credit and noncredit course offerings to faculty and students. Programs include Advance Manufacturing, Big Data, Environmental and Design and Delivery (Associate and certifications methodology).
- Establish sales objectives by forecasting and developing annual sales quotas of \$300,000 for Client Account Representatives, projecting expected sales volume and profit for existing and new programs.
- Coach and supervise direct reports through successful business engagements.
- Hire, train, and evaluate staff; ensures mandatory staff professional education is completed; supports additional professional development for staff.
- Collaborate with campus Deans, Provosts, and Department Directors to achieve consensus on strategies to identify and meet the educational needs of students, employers and residents.
- Initiate 100+ monthly cold calls to prospective/potential clients with the aim of making them aware of all services/programs available through the college.
- Build strategic partnerships with over 300 + key public and private sector external organizations including area high schools, employers, nonprofit, other state agencies, local colleges and universities and peer institutions.
- Negotiate 75 +contracts, Memorandum of Understanding, and agreements with college clients to develop and implement program initiatives and partnerships; facilitate the processing of grant applications with federal, state, and local funding agencies.
- Lead the development of grant proposals to provide unique funding to the college from outside governmental and private agencies, which resulted in \$900,000.
- Develop budgets and seek resources through contract training, grant writing, and program development. Responsible for fiscal oversight of the local Workforce Board, CareerSource Employer Worker Training Grant; and state-funded CareerSource Florida retention Florida Quick Response Flex grant.
- Plan, develop, and implement new partnerships with business and industry in the community to foster a supportive economic development environment including contract and community education. Program development includes both credit and noncredit.
- Manage and coordinate the development of educational services to support local economic development initiatives by collaborating with area economic development agencies to develop business recruitment and expansion strategies.
- Develop and direct corporate training marketing campaign activities to create awareness and utilization of credit and noncredit educational services.

## **Hillsborough Community College, Tampa, FL**

Business Intelligence Manager

Apr. 2014 –June 2015

- Provided 25 +non-credit, continuing education class offerings that meet the needs of local business and industry, individuals and facilitate statewide training initiatives.
- Represented the college at over 100 + various meetings ranging from chambers of commerce, economic development, jurisdictional organizations, educational organizations, and development partnerships.
- Conducted public presentations to make the service-area business community aware of programs and grant opportunities available through the local and state workforce board.
- Worked with 50+businesses and industry in the identification of educational and training needs, the development of customized training programs and courses.
- Looked for opportunities, and participated in, the creation of innovative programs to meet the needs of clients and worked with other college departments to facilitate the administration of these programs.
- Drafted contracts for presentation to client companies including information as training to be offered, costs, numbers of participants, credits to be awarded, location of training, and many other aspects relative to training programs.
- Worked with Sales/Marketing team to define market segments, source sales prospects, and strategic alliances.
- Demonstrated strong knowledge and skills with generating leads, prospecting and closing deals.
- Record of accomplishment with personal sales performance of \$300,000 net revenue in small to large corporate environments.
- Organized, planned, and executed events, such as corporate open houses, industry specific executive breakfasts, advisory board meetings, and topic based small business workshops etc... in support of college business and/or social networking.
- Formulated, directed, and coordinated marketing activities and policies to promote programs and services, working with advertising and promotion consultants.
- Consulted with marketing development personnel on product specifications such as design, color, and packaging. In addition to, selecting products and accessories to be displayed at outreach and special events/activities.
- Negotiate contracts with vendors and distributors to manage product distribution, establish distribution networks and develop distribution strategies.

## **Hillsborough Community College, Tampa, FL**

Continuing Education Coordinator

Apr. 2012 –April 2014

- Coordinated over 25 + Allied Healthcare courses for the Institute for Corporate and Continuing Education for Hillsborough Community College.
- Partnered with the local workforce board, United Way, Hillsborough County Government and many other nonprofits to place over 350 + low-income disadvantaged residents in healthcare career programs to self-sufficiency.
- Strategically and successfully partner with the Dean of Nursing, Emergency Medical Services, Dental, Radiology and other healthcare departments to provide continuing education unit credits to students, faculty and staff.
- Assisted in the development of new program offerings through vendor relationships, advisory board recommendations and job occupational market trends for Hillsborough County and State of Florida.
- Partnered with local healthcare organizations such as Tampa General Hospital, University of South

- Florida Morsani College of Medicine, Moffitt Cancer Center, etc. to set up clinical sites for students.
- Worked with businesses and industry in the identification of educational and training needs, the development of customized training programs and courses.
- Represented the college at various meetings ranging from chambers of commerce, economic development, jurisdictional organizations, educational and development partnerships.
- Assisted with hiring, supervising, train, and evaluate staff; ensures mandatory staff professional education is completed; supports additional professional development for staff.
- Organized, plan, and executed events, such as job fairs, seminars, board meetings, etc... in support of college business and/or social networking.
- Collaborated with local organizations to facilitate job placement opportunities for students upon successful completion of healthcare training program.
- Worked with other educational institutions, creating MOU's, developing partnering opportunities, and watching market competition.
- Produced numerous marketing materials such as flyers, brochures, web-related materials, etc.
- Scheduled and Market noncredit and credit healthcare course offerings to the community.
- Conducted public presentations to make the service-area business community aware of programs and opportunities available through the local workforce board.

#### **American Seniors Association Inc., Tampa, FL**

Community Liaison

Oct. 2011-April 2012

- Established and maintained market awareness, acceptance, and branding of the company as the Agency of Choice throughout Hillsborough County service area.
- Developed and implemented business-building and relationship-building strategies for identified profitable services.
- Created awareness of organization and services through events, lecture series, presentations and one-on-one contact and relationship building with community resources and industry associations
- Utilized strong interpersonal skills in identifying and maintaining 25+ key relationships with community and professional sources.
- Generated 75 + patient referrals/admissions from customers and continue to grow the number of referrals/admissions over time by establishing and maintaining professional relationships with all referral sources.
- Lead in mentoring administrator and employees in best practices for communication of the mission of the organization to clients and potential clients throughout our service areas.

#### **Hillsborough County Government, Tampa, FL**

Public Relations/Information Specialist I

Apr. 2007-Oct. 2011

- Served as Public Information Officer for the Department of Aging Services and Health and Social Services Department under the direction of the Communications Department.
- Established and maintained 100+ cooperative relationships with representatives of the community, employees, elected officials, media, and public groups.
- Prepared 75 + written materials, such as speeches, press releases, articles, scripts, fact sheets, invitations, programs, and newsletters.
- Conducted 30+ interviews, research, write and distribute news releases, articles, and feature stories.
- Arranged 25+ public events, such as ribbon-cuttings ceremonies, press conferences, grand openings, community workshops.

- Monitored, collected, and distributed new articles from local and national media outlets daily to county administration and staff.
- Prepared and edited organizational publications for internal and external audiences, including employee newsletters, brochures, flyers, and annual reports.
- Consulted with production and support personnel to produce or coordinate production of public service announcements and television programming related to Hillsborough County departments.

## EDUCATION

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### **Springfield College, Springfield, MA (2014-2015)**

M.S. Organizational Management and Leadership

### **Florida A&M University, Tallahassee, FL (2001-2006)**

School of Journalism & Graphic Communication

B.S. Public Relations                      Minor: Human Resources

### **Florida A&M University (2006)**

Certified in Media Sales

### **LERN (2016)**

Certified Contract Trainer

**Certificates/Training-** Understanding Behavior Styles, Coaching Proactively for Success, Team Building, Leading Change, Conflict to Collaboration, Motivating Others, Effective Leadership, Customer Service

## TECHINCAL EXPERIENCE

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Adobe InDesign CS5.5 Adobe Photoshop Augusoft Lumens

Client Relationship Management system-Salesforce, Prophet Constant Contact

Eventbrite Grant Writing

Microsoft Office-Word, Excel, Access, Outlook, Publisher PeopleSoft, Photography

Social Media- Facebook, Twitter, LinkedIn, Instagram, Flickr, Pinterest, Youtube, Meetup, Wordpress, Google +, Periscope