



## Beth Melena

Vice President, Strategic Communications

[beth.melena@gslpublicaffairs.com](mailto:beth.melena@gslpublicaffairs.com)

Harrisburg Market Square

Phone: 717.547.8222

Beth is a strategic communications professional with more than a decade of experience working on statewide campaigns, in state government, and in the nonprofit sector. As the Director of Operations in Governor Tom Wolf's Office of Communications, Beth restructured press offices for the Governor and various state agencies by developing new policies and processes, directing communications hiring and evaluating the commonwealth's marketing RFPs.

Beth served as the Communications Director for Governor Wolf's re-election campaign where she crafted the messaging and executed the media plan that led to the Governor's 17-point win. She served as a political communications advisor to Governor Wolf for the remainder of his term.

As a consultant, Beth helped nonprofit clients develop and carry out communications and media relations campaigns, directed grant processes that have raised tens of millions of dollars and managed and advised on the full spectrum of earned and unearned communications efforts.

### Recognition

- Recognized as a 2024 "Above and Beyond" honoree by *City & State PA*

### Education

- Saint Joseph's University, B.A., Political Science and English