



Sheila Berding

Volunteer Consultant
Consultant Since: 2020

OneSource
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Professional History

- Western & Southern Financial Group

Education

- M.A., Public & International Affairs,
University of Pittsburgh
- B.A., Sociology, Hiram College

Certification

- APR

Sheila is a senior media relations specialist who has spent the last 10+ years with Western & Southern Financial Group. In her role, she creates strategic plans for corporate social media activity, manages digital content, and compiles analytics reports. Sheila's collaborative approach has been especially helpful in working with Western & Southern's marketing and creative services departments. Sheila's other skills include writing and editing.

Sheila believes strongly in giving back to her community. She has helped build homes for Habitat for Humanity, cook meals for Ronald McDonald House, and knit scarves for Scarf It Up for Those In Need. For four years, she was a big sister for Big Brothers/Big Sisters. She also is a member of the Public Relations Society of America.

OneSource Experience

As a new volunteer, Sheila looks forward to assisting with business improvement projects and stakeholder interviews.