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## SPEAKER INFORMATION

*Date: Tuesday, October 27, 2015*  
*Event: Outreach/Communications Track*  
*Panel Discussion "Social Media and Digital Communication Strategies"*  
*Time: 2:45 pm – 5:00 pm*

**Beth Livingston**  
WaterSense Brand Manager  
Environmental Protection Agency  
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Beth Livingston graduated from Florida State University, Tallahassee, Florida with a Bachelor of Science in Marketing. She has extensive experience in the marketing and advertising field. Ms. Livingston started her career working for advertising agencies in the Orlando, Florida area on local and national campaigns. She moved over to the client side for marketing communications at DHL Global Mail creating direct mail campaigns, brand awareness and promoting special events.

In the early 2000's Ms. Livingston moved to Washington, DC and was soon recruited for a position with the United States Postal Service (USPS) where she worked on national advertising campaigns which included TV, radio, print, direct mail and social media. While at USPS she became very interested in working on sustainable and environmental projects such as pharmaceutical and electronic take back initiatives. This led Ms. Livingston to her position with the United States Environmental Protection Agency (EPA) to work as Brand Manager for the EPA's WaterSense program. She is passionate about helping Americans learn about water-efficiency, promoting water-efficient products and services helping to save water for future generations.