
Name and Address Info Redacted

PROFESSIONAL SUMMARY

To obtain the Communication and Sponsorship Coordinator position with the City of Lake Oswego, Parks and Recreation Department. This opportunity parallels my current Arts Council of Lake Oswego responsibilities including internal and external communications, public relations, strategic brand creation and execution, marketing, and development, along with proven leadership in building relationships among patrons, businesses, and the community.

SKILLS

- Team Driven
- Fundraising Expert
- Proven Event Planner
- Marketing Professional
- Excellent Communication Skills
- Accomplished Grant Writer
- Business Development Professional
- Successful Sponsor Relations
- Donor Alliance
- Community Representative
- Volunteer Coordinator
- Board Liaison

EDUCATION

U of Wisconsin - Whitewater, WI
• 1986

MBA

Carroll University - Waukesha, WI
• 1983

BA - Communications

AFFILIATIONS

- *City of Lake Oswego
- *Lake Oswego Chamber of Commerce
- *Rotary Club of Lake Oswego
- *Shelter Box International
- *Lake Oswego Meals on Wheels
- *Hunger Fighters

WORK HISTORY

Arts Council Of Lake Oswego - Communications and Development
Lake Oswego, OR • 12/2016 - Current

- Non-profit in Lake Oswego that facilitates placement and preservation of the public art program for the City of Lake Oswego, along with managing a gallery space.
- Responsible for communication, advertising, press releases, social media, marketing strategies, donor development, membership fulfillment, fundraising, grant writing, website management, email coordination, along with donor and volunteer relations.
- Developed, created, and re-branded the organization with updated graphics, identity, and presence.
- Independently work with teams and volunteers to execute programs in a fast-paced environment achieving deadlines among multiple constituencies.
- Execute multiple events and programs throughout the year, including during the pandemic by taking events online with new software and achieving fundraising goals.
- Developed an online app for the City's public art that is a web-based system through Public Art Archive.
- Proficient in software programs including Kindful (donor management system), Squarespace (website management and design), MS Office, Adobe Creative Suite, Mail Chimp (email marketing), Sign-up Genius (volunteer web sign-up), Auctria (auction website), Later (social media management system), among others.
- Proven grant writer securing multiple grants per year.
- Successful with procuring multiple partnerships and sponsors for events, gallery space, and education and outreach programs.
- Representative in community groups such as Rotary and the Chamber of Commerce.
- 2020-21 graduate and 2021-22 tri-chair/mentor for Leadership Lake Oswego.

Oconomowoc Area School District - Marketing Manager

Oconomowoc, WI • 07/2009 - 06/2015

- Ground-up opportunity to be part of a new performing arts center funded by a referendum for the district.
- Responsible for setting up box office with software, hiring front of staff, coordinating volunteers and committees, and executing marketing programs to promote professional and school district productions.
- Executed all marketing and promotional materials, including print and digital ads, season brochures, posters, social media, and email marketing.
- Developed donor programs and solicited partners for sponsorship opportunities. In two years of implementation, a 50% + in revenue was achieved through sponsors and donors, offsetting operating budgets.
- Skills included marketing and business presentations, press releases, communications, print advertising, signage, direct mail, and event management.
- Wrote multiple grants to fund educational and visual arts programming.
- Managed student interns from high school and local colleges.
- Responsible for media relations and school board presentations.
- Developed and executed successful fundraising events.

SMI Promotional Products, Inc - Independent Representative

Van Nuys, CA • 02/1996 - 01/2009

- Executed cold calling and account management.
- Supplied soft goods and promotional items to support marketing programs for the following accounts - Miller Brewing Company, Delta Faucet, Hooters, Indy Car Driver - Buddy Lazier, Hemelgarn Racing, Rahal Racing, Coors Brewing Company, and Nestle Beverage Company.
- Planned and organized strategic daily work schedule to maximize time and maintain frequent connections with customers.

Harwood Marketing Group - Management Supervisor

Dallas, TX • 08/1993 - 09/1996

- Managed accounts, creative staff, and office personnel.
- Increased new business and profits by 24%.
- Successfully brought on five new accounts including Miller Brewing Company, Nestle Beverage Company, Hewlett-Packard, Perdue Chicken, and Russell Athletic Wear.
- Implemented business and marketing plans to fit company objectives.

Miller Brewing Company - Various Titles

Milwaukee, WI • 07/1988 - 04/1993

- Worked in a variety of capacities including Assistant Brand Manager, Miller Lite, National Music Tour Manager, Regional Promotion Manager, and Creative Manager.
- Brands included Miller Lite, Leinenkugel, Miller Genuine Draft, Meister Brau, and Milwaukee's Best.
- Oversaw budgets, direct management of employees, indirect management of agency staff and distributors throughout the US. Budget responsibilities were \$35 MM.
- Developed and rolled out regional and national advertising campaigns including print, TV, radio, and outdoor.
- Negotiated sponsorships with top music and agency groups including Rod Steward, Alan Jackson, Clint Black, ZZ Top, and Luther Vandross.
- Executed programs throughout the US with a focus on ROI, distributor relations, and team leadership through brand groups.