

Experience

SmartCause Digital

2012 – Present

Founder and President

Strategy:

Provide online strategy consulting and implementation services to nonprofit organizations and companies with a social benefit. Work with executive directors, fundraising, communications and policy staff to develop complete online campaigns to reach new supporters and mobilize target audiences.

Web Development:

Optimize website projects to accomplish fundraising, advocacy and communications goals. Develop and manage website projects in Drupal and WordPress content management systems. Create custom themes for use in Drupal.

Jasculca Terman & Associates

2010 – 2011

Director of New Media

Strategy:

Provided high level new media consulting on website development, online marketing, online fundraising, online advocacy, mobile marketing and social media outreach to a range of clients including universities, hospitals, nonprofits, campaigns and businesses; Participated in new client meetings and retreats; Provided new media trainings and presentations to clients and internal staff.

Project Management:

Guided website development projects and social media campaigns towards completion on budget and on schedule; Launched redesign of jtpr.com; Implemented the new media team's first project management system and standardized project timelines and workflow.

Personnel Management:

Led a team of 5 staff, including technical and design professionals; Established the new media team's first file management and document collaboration system; Created weekly team meetings, biweekly individual staff meetings and quarterly retreats; Incorporated professional development as a discrete weekly activity and key measure of staff performance.

Heartland Alliance

2008 – 2010

Manager of Interactive and New Media

Communications:

Launched redesign of HeartlandAlliance.org; Implemented and managed Convio CRM and CMS platform; Developed email welcome series to acquire and cultivate over 2,200 new subscribers; Implemented online presence for 90+ domestic and international programs, including social enterprise and advocacy; Designed media training for mid-level staff; Edited and wrote for monthly newsletter; Managed social media outreach.

Development:

Implemented online fundraising strategy to raise over \$30,000 in first year of new online gift catalog and acquire almost 300 new online donors; Supported programs with best practices for online fundraising; Provided gala event support.

Marketing:

Coordinated marketing and public relations for print and online gift catalog;
Managed Google AdWords campaigns for social enterprise programs.

Advocacy:

Developed metrics and best practices to improve online action alert performance.

ACLU of Illinois

2002 – 2008

Director of Technology and Membership

Development Associate

Development Assistant

Communications:

Acted as staff advocate for online strategy and online communications; Served as webmaster, content manager and graphic designer for aclu-il.org; Created strategy for online action alerts; Provided graphic design, production coordination for print newsletter, annual report and gala program book.

Technology:

Managed budget, purchasing, desktop support and emergency server administration for 35 users, including securing sensitive legal information subject to Patriot Act regulations.

Development:

Raised funds via direct mail and online channels; Administered and trained others in Raiser's Edge database; Organized summer outreach events, annual membership conference and gala event payment system.

Other:

Organized young professionals group; Managed Spanish legal intake; Coordinated volunteers.

Constitutional Rights Foundation of Chicago

2001 – 2002

Web Developer

Education

Northwestern University

1997 – 2001

B.A. Political Science

Leadership

Young Nonprofit Professionals Network

2006 – Present

National Board Member

2011 – 2013

Executive Co-Chair, Chicago

2008 – 2010

Technology Co-Chair, Chicago

2007 – 2008

At-Large Board Member, Chicago

2006 – 2007

Executive Co-Chair

Volunteer position providing strategic guidance and managing the operations of an incorporated 501(c)3 nonprofit organization with over 5,000 members. Duties include: executing strategic planning, managing the board, recruiting new board and committee members, budgeting, launching a re-branding initiative, developing an inaugural fundraising program, establishing new organizational partnerships, representing the organization at council meetings, speaking at events.

Illinois Maternal and Child Health Coalition

2011 – 2013

Board Member

Nonprofit Technology Network

2010 – Present

Membership Committee Member

501 Tech Club Chicago Founding Co-Organizer

Skills

Bilingual Spanish / English

Specialized Software:

Drupal, WordPress, Convio, Raiser's Edge. Adobe InDesign, Fireworks, Premier and Photoshop.

Scripting and Programming Languages:

HTML, CSS. Familiar with Javascript, mySQL, PHP.