

Professional Profile:

Purpose-driven marketing, communications, and nonprofit leader with 15+ years of experience in donor engagement, affordable housing, fundraising, and real estate asset management. Proven success in leading multi-channel campaigns, overseeing real estate marketing and development, and driving impactful nonprofit initiatives. Adept at building partnerships, managing large-scale projects, and utilizing data-driven strategies to enhance organizational growth. Passionate about storytelling, equity-driven leadership, and sustainable housing solutions.

Core Competencies

- Marketing & Communications Strategy
- Donor Engagement & Fundraising Campaigns
- Marketing & Content Creation
- Real Estate & Asset Management
- Housing Stability & Nonprofit Leadership
- Brand Storytelling & Content Development
- Cross-Sector Partnerships & Community Engagement
- Budget & Program Management
- Data & CRM Management (Salesforce, Yardi, Smart sheets, Raiser's Edge)

Professional Experience

Chief Growth and Experience Officer (CGXO) | Bellavoro Media

Feb 2023 – Present | Passion Project

- Founded Bellavoro Media to help nonprofits and small businesses share their mission through compelling storytelling and video marketing.
- Developed high-impact donor campaigns and digital fundraising content, increasing donor engagement and brand visibility.
- Provided strategic marketing consultation, assisting small businesses in crafting scalable brand positioning strategies.
- Oversaw all aspects of content production, audience analytics, and digital strategy to drive measurable impact.

PR & Marketing Manager | 11 Residential | Kirkland, WA

August 2021 – December 2024

- Led multi-channel digital marketing campaigns, increasing monthly revenue by 15% and resident renewals by 27% across 55+ properties.
- Managed content optimization and brand consistency across digital platforms, improving engagement and conversion rates.
- Partnered with leadership to develop long-term marketing strategies that aligned with organizational growth and housing stability goals.

- Implemented **data-driven analytics and performance metrics**, increasing marketing ROI by **25%**.

Director of External Programs | SafeHouse Outreach | Atlanta, GA

January 2019 – November 2021

- Oversaw federally funded housing programs, ensuring compliance with HUD and CoC standards.
- Developed compelling donor communication strategies, securing increased philanthropic and government funding.
- Led community partnerships and outreach efforts, expanding housing availability and support services.

Director of Multifamily Housing | Investa Services/Rivermare | Atlanta, GA

August 2015 – October 2018 -

- Directed real estate asset management and marketing efforts, increasing affordable housing availability by 20%.
- Collaborated with vendors, contractors, and landlords to streamline housing operations and expand accessibility.

Executive Director of Marketing | Founder | Sign Guy Advertising | Atlanta, GA

March 2010 – September 2018 - Atlanta, GA

- Designed and invented the 7-foot, 3-panel billboard sign to promote small businesses and local advertising.
- Developed marketing initiatives aimed at helping individuals experiencing homelessness, providing them with employment opportunities and community reintegration support.
- Managed brand strategy, advertising sales, and campaign execution, ensuring business growth and sustainability.

Director of Marketing | Toro Properties | Atlanta, GA

August 2009 – October 2014 - Atlanta, GA

- Managed marketing for 5,000+ multifamily housing units, boosting brand awareness and tenant engagement.
- Spearheaded targeted marketing campaigns through digital, print, and community engagement strategies.

Education / Technical Skills

Fashion Marketing & Design: Marketing and Fashion Design

American InterContinental University | Atlanta, GA

Marketing & Content Tools: Adobe Creative Suite, Canva, Mailchimp, Hootsuite

Data & Analytics: Smart sheets, Microsoft Excel, Google Analytics

LEADERSHIP & COMMUNITY INVOLVEMENT

- Marketing Committee Member, Washington Multi-Family Housing Association
 - Volunteer & Advocate, Housing & Homeless Services
 - Speaker & Mentor, Nonprofit Leadership & Communications Workshops
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KEY ACHIEVEMENTS & IMPACT

- Developed donor engagement and fundraising strategies, increasing philanthropic contributions and donor retention.
- Managed multi-million-dollar housing and real estate programs, ensuring compliance and operational success.
- Built strong community partnerships, driving sustainable growth in housing stability initiatives.
- Produced high-impact fundraising content and digital campaigns, amplifying nonprofit visibility and donor investment.

CLOSING STATEMENT

I am passionate about expanding housing access, driving strategic marketing initiatives, and strengthening nonprofit impact. With a proven track record in real estate asset management, donor engagement, and communications strategy, I bring a data-driven, people-centered approach to every project. I thrive in roles that require collaboration, innovation, and measurable impact.

I welcome the opportunity to bring my expertise to an organization committed to housing stability, marketing excellence, and community-driven solutions.