



## Professional Experience

### **Gordon Mayer Communications, 2016 to date**

*I help nonprofits and businesses with complex stories share their work and impact with the audiences they care about*

**Communications leader** Develop client strategies such as implementation plan in 2019 for Alliance for the Great Lakes (A/B tests and content have already validated plan), pitching news and letters to editor for multiple clients including Last Angry Brown Hat (Univision, the Jam and other coverage, November 2019) and researching and writing award nominations that led to multiple recognitions over 24 months for Heartland Health Centers for innovation, leadership, excellence in medicine, and branding

**Storyteller / project manager** Create blogs, email, social media posts, Google and Facebook ads, and other content for Chicago Psychoanalytic Institute, 2016-19 (increasing students and continuing education attendees) and Heartland Health Centers (increasing web traffic and patient engagement); Create / update websites such as for Greenline Homes (ranks tops for 'Chicago green homes')

**Conference / event planner:** Produce events that tell stories and engage partners, such as open-call spokesperson workshop with Living Proof Advocacy in October (15 attended, highly rated) and fundraising events meeting or exceeding revenue targets for Harmony, Hope & Healing 2017-18

**Coach and trainer** provide support and expertise to help leaders be persuasive and confident spokespeople and presenters, for Illinois Commerce Commissioners, Ixchel co-founders, Become Center executive director, and others, 2016-date.

*More client work and links to work samples are available online at [bit.ly/gordonmayer](http://bit.ly/gordonmayer)*

### **Communications & Development Director, Gamaliel Foundation, 2013-2016**

*National faith-based network that trained Pres. Obama in community organizing, [gamaliel.org](http://gamaliel.org)*

Supported Executive Director with talking points, presentations and follow-up materials that she parlayed into \$1 million-plus foundation grants, and partnerships with peer groups

Pitched *U.S. Catholic* profile of first Latina to lead a national organizing network, stories and op eds in *Buffalo News*, *Milwaukee Journal-Sentinel*; received grant to train leaders in campaigns that obtained free transit for Sonoma County students and ended youth solitary confinement in Onondaga County jail

Created Salsa CRM databases for 25 affiliate groups and trained board members and staff to facilitate individual giving; increased online traffic by creating web content and consistent email and social media

### **Operations Director, National People's Action (now People's Action), 2010-2013**

*National network advancing economic and racial justice, [peoplesaction.org](http://peoplesaction.org)*

Supervised finance and admin team, moving from cash to accrual accounting; settled 12-year federal grant audit, reducing penalty from more than \$2 million to \$80,000

Supported executive director, board chair and board members around budget and strategy

Built relationships with national remote staff to foster adherence to policies and procedures

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**Vice President, Community Media Workshop (now Public Narrative), 2005-2010**

*Capacity builder that connects nonprofit communicators and journalists, [publicnarrative.org](http://publicnarrative.org)*

Trained more than 5,000 nonprofit volunteers and staff, published *Getting On Air, Online & Into Print* guide and tripled earned income from custom consulting engagements with foundation and nonprofit clients in Illinois and Michigan

## **Previous Experience**

### **Neighborhood Safety Organizer and Communications Director**

For National Training and Information Center (now part of People's Action), publicized research on FHA and subprime lending abuses and produced newsletters highlighting grassroots organizations and leaders across country; also coordinated community-policing coalition on West Side that won reforms of vehicle temporary registration permits

### **Free-lance reporter**

Covered local news in Lowell and Cedar Lake, Indiana for *Post-Tribune* and Burlington County, New Jersey for *Philadelphia Inquirer*; Wrote features for *Chicago Tribune*, *Milwaukee Journal-Sentinel*, *Shelterforce*, and other outlets

### **Copy Editor, Chicago Daily Defender**

Wrote headlines and edited news and feature copy in *Defender*

## **Education & Certifications**

**Fiscal Management Associates:** Certified Nonprofit Accounting Professional

### **University of Chicago**

MA, Master of Arts Program in the Social Sciences (MA Thesis "Party Rags" on Chicago's earliest newspapers published in *Journalism History*)

BA, Anthropology

### **Memberships and Leadership**

Past vice chair, Woodstock Institute board; past chair, Ray Local School Council

Volunteer: mentor new immigrants with Upwardly Global, fundraiser with Illinois Raise Your Hand

### **Languages**

Business proficiency in French, intermediate Spanish

### **Office Skills**

Microsoft Office, G Suite user/admin, Adobe software, online image editing (e.g., Canva), Blackbaud Online Express, Constant Contact, CiviCRM, Salsa CRM, WordPress, Drupal, MailChimp, Vertical Response