

## Professional Experience

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

*Helping mission-driven groups share their impact with key audiences, gordonmayercommunications.com*

Select, research and produce stories demonstrating clients' missions

- Develop & implement communications strategies assisting Heartland Health Centers community clinics to grow from 20,000 to 29,000 patients over 4 years, helping to frame core messages, creating online content and implementing digital advertising to more than double web traffic & coaching outreach team
- Coached new executive director of Woodstock Institute through his first annual gala, raising \$75,000; revamped website to triple monthly web traffic and support efforts that led to two new state laws
- Planned and wrote email campaigns, newsletters & annual report for Alliance of the Great Lakes, increasing open rates, keeping donations steady during COVID-19

Manage designers, media outreach and digital project team members

- Worked with designer to create *greenlinehomes.com*, ranks #1 for 'Chicago green homes'
- Assist teams to manage stakeholder databases--partners, donors, petition targets, etc.
- Coordinate outreach leading to news coverage in *American Banker*, *Chicago Tribune*, *Crain's Chicago Business*, and other news outlets

Create & lead workshops on storytelling, spokesperson, fundraising, and strategy

- Helped create new conference for fundraisers in community organizing, Stories+Money=Change, that drew more than 75 paying attendees to first virtual event (2020)
- Provided spokesperson/media coaching for Latino physician members of American Medical Association about COVID-19 vaccine

Draft award nominations to boost awareness of clients' innovation & leadership

- Selected results: Modern Healthcare named HHC's Chief Medical Officer a Top 25 Innovator (2020); Health & Medicine Policy Research Group gave Health Awards to Harmony Hope & Healing Director (2017) and HHC physician (2019)

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

*National faith-based network that trained Pres. Obama in community organizing, 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*; organized communications trainings that helped groups win free student transit in Sonoma County & end youth solitary confinement in Onondaga County.

Coached national faith-based organizing network on engagement, creating Salsa CRM databases for 25 affiliates coast to coast & helping groups create/grow individual-giving campaigns.

**Gordon Mayer | 312-307-0133 | [gordon@gordonmayercommunications.com](mailto:gordon@gordonmayercommunications.com)**

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

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

Supported community-led board, executive director, and board chair around budget and strategy, resolving decade-long federal audit and moving from cash to accrual accounting; Built relationships with national remote staff, partners and grantees to stay on budget

**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 to Chicago journalists 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 & Background**

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

**University of Chicago**

MA, Master of Arts Program in the Social Sciences

BA, Anthropology

**Community Involvement**

Secretary, HotHouse; previously, vice chair at Woodstock Institute

**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 (Gutenberg), Drupal, MailChimp, Vertical Response