

Gordon Mayer

gordon@gordonmayercommunications.com

<http://gordonmayercommunications.com>

312-307-0133



SUMMARY

I'm a writer and storyteller working to ensure all stakeholders have a voice in shaping effective and fair policy

MORE INFO

Certified Trainer, Living Proof Advocacy

Crossroads Fund Giving Project 2022 member—helped raise \$120,000 for organizing & arts groups; Upwardly Global mentor

Stories+Money=Change co-planner; Created "Storytelling for Fundraising" & "Data+Comms = Fundraising" 2020–21

Member, Publicity Club of Chicago & Association Consultants to Nonprofits (comms committee co-chair)

Business proficiency in French, intermediate Spanish

I've also worked as a copy editor at the *Chicago Defender* & freelancer for *Chicago Tribune*, *Philadelphia Inquirer*, & *Gary Post-Tribune*

EDUCATION

University of Chicago

MA, Social Sciences

Thesis 'Party Rags? Early Chicago Newspapers,' published in Journalism History

BA, Anthropology

Rockwood Institute

Art of Leadership

Fiscal Management Associates

Certified Nonprofit Accounting Professional

PROFESSIONAL EXPERIENCE

Gordon Mayer Communications, Owner, 2016 – Present

- Craft & implement online strategies & content to engage multicultural audiences, for example growing Heartland Health Centers' web traffic 70k→224k visitors, 2019–21 (1 in 3 patients best served in language other than English)
- Coach diverse leaders on storytelling/spokesperson skills such as AMA doctors, IL Commerce Commissioners, nonprofit founders
- Write & pitch, e.g. annual report that won Publicity Club *Brand Builder Award* 2019; earned media from *Austin Voice*, *Block Club Chicago*, *Chicago Tribune*, *WBBM* for Common Pantry, Northeastern Illinois University

Gamaliel Foundation, Development & Communications Director, 2013–2016

- Built recognition for first Latina to lead a national organizing network with *U.S. Catholic* profile, Dominican University Bradford O'Neill award
- Won grant to organize communications trainings that led to free student transit in Sonoma County, CA & end youth solitary confinement in Onondaga County, NY
- Wrote grants to earn more than \$1 million from Ford & other foundations

National People's Action (now People's Action), Operations Director, 2010–2013 & Communications Director, 1993–2000

- Supervised admin team & managed budget, moving from cash to accrual accounting; resolved federal audit
- Earned national news coverage for housing and banking; trained organizers in communications

Community Media Workshop (now Public Narrative), Senior Trainer, 2005–2007 & Vice President, 2008–2010

- Elevated grassroots voices, training 5,000 nonprofit leaders & connecting nonprofits with journalists
- Tripled number of communications coaching programs and built revenue into a third of agency budget
- Published *Getting On Air, Online & Into Print* guide to Chicago journalists