

# DANIELLE ALEXANDER



## CONTACT

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## CONNECT

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## SKILLS & CAPABILITIES

- Copywriting, editing & proofreading
- Grant & fund development writing
- Social media management & analytics
- Branding & marketing
- Event organization & management
- Volunteer & intern management
- Adobe Design Suite
- Microsoft Office 365
- Google Drive
- Wordpress, basic HTML

## EDUCATION

Bachelor of Arts, English & Creative Writing  
Aquinas College, 2009-2013, Magna Cum Laude

- Creative Non-Fiction Independent Study with Dr. Brent Chesley (2013), including student teaching and public reading
- British Literature Independent Study with Dr. Dan Brooks (2013), including *Waiting for Godot* resource blog (gogodot.tumblr.com)
- Secretary of Lamda Iota Tao, English Honors Society
- International Journalism independent study including three week field study in Malawi

## PROFESSIONAL EXPERIENCE

### Communications Director

#### Yes for Healthcare/ Yes on Measure 101

Portland, OR

October 2017 – Current

- Directing communications strategy for three-month ballot measure campaign

### Owner & Founder

#### Grey Grey Books

www.greygreybooks.com

August 2015 – current

- Managing and operating an online shop for zines, handmade journals, and used books
- Cultivating and maintaining strong relationships with consignors
- Online sales and marketing through social media, e-communication, and Etsy; in-person sales at pop-up shops and artist markets
- Creating and executing literary events, including poetry readings, writing workshops, and art gallery openings
- Founded and ran a Writers Under 30 Reading Series to give young writers opportunities to read and get feedback on their work

### Editor, *The Wardrobe* (Remote)

#### Sundress Publications

Knoxville, TN (Remote)

September 2017 – Current

- Editing, formatting, and publishing weekly blog posts showcasing the work of female-identified and genderqueer writers

### Editorial Intern (Remote)

#### Sundress Publications

Knoxville, TN

June 2017 – September 2017

- Edited full-length poetry manuscripts
- Created compelling press kits for recent releases

## PROFESSIONAL EXPERIENCE

### Manager of Communications & Volunteers Paint Creek Center for the Arts

Rochester, Michigan

June 2017 – August 2017

- Managed all aspects of communications for a small arts nonprofit, from website to social media
- Recruited, retained, and managed 500+ annual volunteers for an arts festival that drew over 80,000 attendees

### Communications & Grants Coordinator Kids' Food Basket

Grand Rapids, Michigan

September 2015 – May 2017

- Executed innovative marketing strategies to promote awareness and raise funds for a 501(c)(3) organization
- Provided all organizational copywriting, including blog posts, fund development appeals, and social media content
- Wrote, edited, and proofed all capital campaign grants, totaling \$3 million
- Wrote, edited, and gave feedback on organizational messaging and brand standards
- Led internal Storytelling Team to collect and share stories of organizational impact
- Collected and analyzed data; lead design process for annual report

### Development & Communications Coordinator Executive Assistant

#### Family Star Montessori School

Denver, Colorado

March 2015 – August 2015

- Managed all internal and external communications for a 501(c)(3), Head Start-funded preschool
- Organized and oversaw major donor events
- Took minutes during board meetings and compiled monthly board reports

### Executive/Administrative Assistant

#### Kids' Food Basket

Grand Rapids, Michigan

December 2013 – September 2015

- Served as administrative and executive aid to five organizational directors; managed calendar and events of Executive Director
- Assisted communications and grants teams with writing projects as needed

### Volunteer Coordinator

#### TrueNorth Community Services

Fremont, Michigan

January 2013 – December 2013

- Recruited, retained, and managed over 900 organizational volunteers in a rural community
- Lead Project Literacy Initiative, pairing English language learners with volunteer tutors; served on regional literacy council

### 21st Century Afterschool Program Specialist & Administrative Assistant

#### TrueNorth Community Services

Fremont, Michigan

October 2006 – January 2013

- Created and led lesson plans for a Michigan Department of Education-funded afterschool program
- Inventoried and barcoded over 10,000 items purchased by Michigan Department of Education grant, increasing usage and reducing waste

## TRAININGS & AFFILIATIONS

### Civize.Me Certified Civic Leader

#### Inaugural Cohort

September 2016–October 2016

Eight-week course designed to build young community leaders engaged in the civic arena with a lens of equity, diversity, and inclusion.

### Grand Rapids Grantwriters Roundtable (Member)

March 2016–June 2017

### Human-Centered Design for Nonprofits Training

Johnson Center for Philanthropy

October 2016

### Avenue for the Arts Advisory Council (Member)

August 2015–September 2016 Planned and

### Heartside Business Association (Board Member)

September 2015–September 2016

### Grand Rapids Creative Youth Center (THRIVE Tutoring Program Volunteer)

September 2014–May 2015

## READINGS & PUBLICATIONS

Ten Lists: A Workbook for Anxiety  
Grey Grey Books, 2017

### Backpedaling (Nonfiction Essay)

Reading finalist, Grand Rapids Creative Youth  
Center Story Slam

### Chasing Rabbits (Poetry Zine)

Bombadil Press, 2016

### These Hips, An Anthem (Nonfiction Essay)

The Bandit Zine, 2015

### Sunlight Gets Through (Poetry Zine)

Bombadil Press, 2015

### Stepping Into the Sun (Poetry Zine)

Bombadil Press, 2015

### Mother (Poem)

Aquinas College Sampler, 2013  
Honorable Mention, American Academy of Poets  
Prize

## ONLINE WRITING SAMPLES

### Heartside Meeting to Revitalize Neighborhood Association

The Raptidian, June 7, 2016

<http://www.therapidian.org/placematters-heartside-neighborhood-association-reforms>

### Grand Rapids Zine Fest to showcase the work of 60 local self-publishers

The Raptidian, June 7, 2016

<http://www.therapidian.org/placematters-zine-fest-60-self-publishers>

## MEDIA FEATURES

### Neighbors eagerly greet new used bookstore Bombadil Books in S. Division space

Anya Zentmeyer, Rapid Growth Media

<http://www.rapidgrowthmedia.com/devnews/111915BombadilBooks.aspx>

### Aquinas Grad opens Bombadil Books on Division

Tom Doetsch, Student Staff Writer

<https://thesaintaq.com/2015/11/24/aquinas-grad-opens-bombadil-books-on-division>

### Oldies But Goodies, Grand Rapids Vintage and Used Book Stores

Elma Talundzic, Revue West Michigan

<http://revuewm.com/arts-culture/literature/item/3319-oldies-but-goodies-grand-rapids-vintage-and-used-bookstores>

### New Bookstore in the Works for South Division

Josh Depenbrok, GRNow.com

<http://www.grnow.com/new-book-store-in-the-works-for-south-division/>

### Celebrating growth of women-run businesses in Heartside Neighborhood

The Raptidian

<http://www.therapidian.org/placematters-celebrating-growth-women-run-businesses>