

# 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](http://gogodot.tumblr.com))
- Secretary of Lamda Iota Tao, English Honors Society
- International Journalism independent study including three week field study in Malawi

## PROFESSIONAL EXPERIENCE

### Director of Communications & Campaigns Strategies 360, Oregon

Portland, OR

February 2018 – current

- Communications and campaign strategy for local and statewide elections

### Communications Director

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

Portland, OR

October 2017 – January 2018

- Directing communications strategy for three-month ballot measure campaign, including social, earned, and digital media
- Developing communications plan that delivers results and meets expectations of over 100+ coalition partners
- Providing communications support and direction across multiple platforms (digital, print, media) to internal and external teams
- Generating excellent content for a variety of mediums with very short notice, including SEO-driven copy for web; design and copy for marketing materials and e-blasts; powerpoints presentations; and other communications pieces as needed
- Distilling complex public policy issues into messages and graphics that sway voters
- Developing and maintaining excellent relationships with a wide variety of communications partners, including nonprofit, healthcare, corporate, and political groups
- Generating content for a wide variety of audiences, including partnering with translators for bilingual content
- Incorporating polling and focus group results into campaign messaging and graphics that sway voters

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

#### Sundress Publications

Knoxville, TN (Remote)

September 2017 – Current

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

## PROFESSIONAL EXPERIENCE

### Editorial Intern (Remote, Volunteer)

#### Sundress Publications

Knoxville, TN

June 2017 – September 2017

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

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