

Qualifications

Communications professional and non-profit director with experience in all aspects of donor communications and year-end campaigns, design, website maintenance and social-media engagement.

Key competencies

- ✓ Overall year-end campaign development and implementation.
- ✓ Trained in donor-centered fundraising strategies that impact all aspects of member/donor communications and growth strategies based on donor trends (Donor Snap)
- ✓ Print and electronic communications planning and creation (InDesign)
- ✓ Social media planning, content development, ad campaigns; email marketing (Constant Contact)
- ✓ Website content management (WordPress, Elementor)
- ✓ Virtual event producer and script writer
- ✓ Strategic plan development and implementation to drive goal-focused growth and staff development.

Professional Experience

Executive Director (acting 2020, appointed 2021) **Communications and Marketing Director** (2019), Tent Schools International, Grand Rapids, MI

Led the Tent Schools staff through adopting donor-centered strategies that resulted in revenue increases two years in a row and set the organization on pace for growth this fiscal year. Develop all print (newsletters, letters, postcards), social media, email campaigns, appeals and advertisements. Took the lead in initiating ongoing strategies to gain support among new potential donor groups. Key accomplishments:

- ✓ Led the organization to 30-percent increase in revenue FY 2020-2021.
- ✓ Moved organization's Constant Contact open rates up 5 percent and cut bounce rate in half.
- ✓ Implemented storytelling in newsletter that turned donors into friends with a shared goal.
- ✓ Encourage a culture where staff live by the strategic plan through quarterly reviews, regular updates, and celebrations of goals accomplished.
- ✓ Support TSI's partner non-profit Comprenew with cabinet-level input on sales, marketing, and long-range planning.

Communications Strategist, Byrum & Fisk Communications, Grand Rapids, MI 2017-2018

Built, supported, and managed relationships with news media, community members, families, and staff for educational organizations. Crafted press releases, opinion pieces for local and statewide media and client newsletters. Led the organization's writing of proposals in response to RFPs.

Executive Life Coach, Anne Hamming Life Coaching, part-time 2014-2021

Developed life-coaching business to fill a need in Western Michigan and support work flexibility while raising young children. Specialized in leading clients through decisions and action plans of wide-ranging scope based on the core competencies of the International Coaching Federation.

Caregiver, school volunteer Middleville, MI 2006-2016
Medical treatment for young son's rare illness required full-time energy over years. Published a book about the experience (*Saving Lee, Finding Grace: A Mother's Journey*). Remained engaged in community service by starting preschool story hour at local library branch and volunteering with school programs.

Night editor, Kalamazoo Gazette 2002-2006
Managed evening newsroom operations, including breaking news coverage and decisions about content, story placement, and headlines under deadline pressure. Collaborated with reporters and interns on developmental editing, copy editing, fact checking, and planning long-term coverage of ongoing issues to explore new aspects.

Staff Writer and weekend editor, Muskegon Chronicle 1996-2002
Covered local schools, government, business, features, and breaking news; as weekend editor, was responsible for on-deadline content, editing, headline writing, proofing, and production decisions for weekend newspapers; duties also included planning and coordinating all elements of Sunday centerpiece enterprise projects.

Staff Writer, Cadillac News 1994-1996
Covered city, county and school government, sports, education feature stories, business news; filled the police and courts rotation to cover breaking news.

Education

Master of Science, Journalism, University of Illinois at Urbana Champaign – Urbana, IL 1994
Bachelor of Arts, English, Calvin University – Grand Rapids, MI 1993

Additional Professional & Community Involvement

Thornapple Kellogg Board of Education Since 2013
Board president 2019 and 2020. As president, led the board through the decision process on a \$42.8 million bond issue, which 68 percent of voters approved. Played key advisory role in successful 2014 bond campaign and marketing efforts that stopped boosted enrollment and lifted community pride. Worked cooperatively with the board and administration through difficult budget cuts and contract negotiations.

Kent Intermediate Association of School Boards, executive committee member Since 2017

Thornapple Area Parks and Recreation Commission Since 2020

Michigan Public School Employee Retiree Services Board Since 2020

Michigan Association of School Board's Government Relations Committee 2016-2019

Investment Property Owner and Manager Since 2011
Purchased five rental units in 15 months and oversaw extensive renovations. Successfully placed long-term, reliable tenants; mastered the fundamentals of Fair Housing Laws, Section 8, Grand Rapids Rental Certification, basic bookkeeping.

Certifications & Memberships

Certified Professional Coach Certification, Life Coaching, International Coach Academy, New York

Member, ACES: American Copy Editors Society