

JAMI McMANNES

MANAGER OF STRATEGIC COMMUNICATIONS

September 8, 2019

Jillian Lang
Director of Strategic Partnerships
College of Agricultural Sciences
Colorado State University
301 University Avenue
Fort Collins, CO 80523

Dear Ms. Lang,

I appreciate your consideration of my application for the Manager of Strategic Communications position with the College of Agricultural Sciences at Colorado State University. As the Senior Coordinator of Marketing for Parks and Recreation I understand the importance of providing access to exceptional programs and services for our community. For more than 15 years, I have specialized in **communications, public relations, and project management**, and thrive in an environment where I can reach for improvement and offer strategic solutions for organizational goals. I am confident that my extensive experience in community service will be an asset to your department and am eager to be a resource to Colorado State University patrons to enhance the well-being of humans, plants, and animals, as well as strengthen Ram pride. The following are highlights of my background as they pertain to your position requirements:

- Bachelor of Individualized Studies: International Business from the College of Liberal Arts, University of Minnesota, Twin Cities.
- More than 15 years of project management experience, including overseeing teams to execute large scale events, publications, fundraising tactics, and community outreach.
- Offer a unique voice in written and spoken word for press releases, community presentations, and marketing content.
- Comprehensive technical skills using computer software including Microsoft Office Suite.
- Strategically construct and oversee campaigns on Facebook, Twitter, Instagram, and NextDoor.
- Direct experience leading staff, volunteers, interns, and teams, as well as working independently, by being organized, adaptable, and open to various perspectives.
- Representing the strengths of Achiever, Focus, and Restorative according to *Strengthsfinder 2.0 from Gallup*, I am a self-starter and goal oriented with the ability to initiate, design, plan, and execute multiple complex projects simultaneously with exceptional attention to detail.
- Demonstrated ability to research information, including querying quantitative and qualitative data from diverse sources, to evaluate customer satisfaction and operational successes and implement effective solutions and strategies.
- Ability to work closely with key stakeholders, including local businesses, volunteers, donors, students, employees, and elected officials.
- Successful track record of following projects from concept to completion while maintaining a positive and fun attitude even in unpredictable and undesirable situations.
- Maintain tact and discretion while handling sensitive personal and financial information, including managing a database of thousands of constituent accounts for donors, volunteers, and people in need.

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JAMI McMANNES

- Extensive knowledge of marketing techniques including the creation of posters, brochures, newsletters, interpretive signage, invitations, and ads utilizing Adobe Creative Suite.
- More than 15 years of experience in communications and customer service working with nonprofit organizations, tourism centers, higher education, and government institutions.
- Demonstrate inclusive communication and best practices about health, wellness, humanitarian, and economic development services targeted towards diverse populations.

In my current role, I am responsible for all aspects of managing projects for programs, publications, and special events serving a community of more than 165,000 citizens. I excel in delivering promotional strategies that engage hundreds of funders and managing teams to execute projects and events to support our department's strategic goals. I also offer expertise in marketing a recreation department that supports 1.3 million participants and has generated more than \$6.5 million in annual revenues.

Throughout my career, I have delivered quality results in often pressure situations through prioritization, being proactive, and representing organizations with professionalism and positive positioning. For example, I consult with park planning experts on how to relay sensitive information to the media about upcoming City developments such as the Poudre River Whitewater Park, a highly anticipated yet contentious addition to the recreation community.

I also excel in team leadership and project oversight. I currently lead a team of 20 staff to publish the *Recreator*, a 100+ page directory featuring recreational program information for 100,000 yearly subscribers. My team gathers and edits content, secures ads, facilitates design, coordinates print, and successfully distributes before due. In addition, in 2010 I coordinated more than 100 nonprofits and 4,500 volunteers to host projects for Make-A-Difference Day, a week-long service event. As a result, the event was recognized by USA Weekend Magazine as one of the top ten events in the nation.

As a BizWest, 40 Under Forty recipient, I have earned a reputation for getting things done. I am influential in the Fort Collins community because of my service and dedication to building relationships. As the granddaughter of a cattle farmer, I appreciate the achievement found from hard work, drive, and determination. I would be honored to offer resources, services, and programs that promote a sense of community and support the development and needs of your diverse stakeholders. Additional details about my background are provided in the enclosed resume. Please feel free to contact me at 608.449.0669 or jami.mcmannes@gmail.com with questions and to arrange an interview.

Sincerely,

Jami J. McMannes

JAMI McMANNES

MANAGER OF STRATEGIC COMMUNICATIONS

Driving Results through Oversight of Quality, Marketing, & Promotional Programs

Collateral Development ▪ Public Relations ▪ Internal & External Communications ▪ Project Management ▪ Research Team Leadership, Collaboration, & Training ▪ Customer Service ▪ Web & Social Media Content Development

Systematic, results-focused project manager driven to achieve the highest levels of customer service via delivery of promotional and support programs and materials meeting the diverse needs of the community and its constituents. Possess broad-scope skills in marketing, leadership, public relations, community engagement, customer service, web and social media management, project management, and underwriting to support consistent, effective attainment of organizational objectives.

PROFESSIONAL EXPERIENCE

Senior Coordinator, Marketing, CITY OF FORT COLLINS PARKS & RECREATION, Fort Collins, CO **2014 – Present**

Provide leadership and execution for marketing and promotions of campaigns, programs, publications, and special events for City organization serving a community of 165k citizens. Maintain business sponsor records and coordinate projects with external vendors. Develop layouts for printed materials and presentations. Create and execute social media plans. Compose and serve as communication liaison for press releases, memos, talking points, and feature stories. Manage website content and e-newsletter development and distribution. Interviewed, trained, supervised, and worked alongside volunteers, interns, and marketing and customer support staff. *Select achievements:*

COMMUNITY ENGAGEMENT & PUBLIC RELATIONS

- Streamlined promotional outreach for Park Planning & Development initiatives and events. Consulted with department then developed guidelines and easy-to-update templates. Improvements produced fewer missed deadlines and errors.
- Welcomed dignitaries, patrons, media, and prospective community partners to recreation facilities, attractions, and events. Promoted services via tours, interpretive guiding, presentations, and briefings.
- Collaborated with departments across the organization to promote service initiatives to the public by creating communication plans, planning promotional events, and coordinating advertising and educational outreach.
- Established and maintained longstanding relationships with staff and partners in influential marketing, television, radio, newsprint, and tourism centers by providing accurate, timely, and consistent communications.
- Applied training in Public Deliberation and Crucial Conversations to facilitate projects attracting 100+ people to neighborhood meetings guiding park design.
- Trained as PIO for first responders preparing for and responding to multi-location, multi-victim incidents.
- Integrated multicultural competency, diversity, and inclusion tactics into marketing efforts.

PROJECT DEVELOPMENT & DISTRIBUTION

- Acted as the main point of contact for media. Pitched stories, composed press releases, organized interviews with topical experts, and served as a resource regarding City services.
- Successfully trained staff and interns on organization's systems and processes. Collaborated on strategies, coached on progress, and led retreats for plans and skills development.
- Managed team to publish the *Recreator*, a 100+ page directory featuring recreational program information; gathered and edited content, secured ads, facilitated design, and coordinated print and distribution to 150,000 subscribers each year.
 - Improved results and reduced time to produce *Recreator* by 80 man-hours via creation of guide outlining improved copy-editing processes, quality control, and style guidelines.
- Executed promotional strategies to engage 100+ funders and 1.3 million participants in Recreation programming, supporting generation of \$6.5 million in annual revenue (2018).
- Supported the recreation accreditation application process and purpose of aligning department goals with organization's overall strategic plan by offering communication planning and managing revisions.

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JAMI McMANNES

Senior Coordinator, Marketing, *Continued...*

PROJECT MANAGEMENT

- Developed volunteer internship recruitment, onboarding, and offboarding program. Developed interview questions, goal setting standards, and recognition ideas. Oversaw schedules and provided insight for professional development.
- Directed team to create a public engagement exhibit showcasing the past, present, and future of a legacy park. Researched archives, crafted placard stories, guided design, and implemented strategies for successful execution.
- Developed and managed budgets of \$150,000+; analyzed spending, monitored account receivables, and procured financial statements.
- Doubled sponsor and advertiser income from \$125k to \$250k in four years via strategic revenue-building activities: compiled scripts, trained staff, and built relationships with funders and mentors. Revenues continue to increase.
- Shared resources to improve results of event-planning teams: planning resources, activity plans, policies, budgets, project management system, and best practices. Instituted ongoing accountability reviews of activities and budgets.
- Demonstrated expertise in cross-departmental, large-event management. *Examples:* co-chaired Twin Silo Park grand opening committee and supported team to welcome 40,000 residents for 4th of July parade and fireworks celebration.
- Instituted and managed digital calendar and project management system to ensure adherence to deadlines.
- Served as a liaison between the central communications office and clients to develop marketing campaigns, produce video, and create more than 500 marketing pieces annually.
- Chaired internal employee morale and incentive program to engage City employees in team building and volunteering.
- Established consistent project management processes, communication standards, and marketing guidelines to ensure uniformity within the department and across the organization.
- Facilitated process improvement retreats. Guided teams to identify waste and improve efficiencies for forms, human resource procedures, and marketing processes.

MARKETING & PROMOTIONS EXPERTISE

- Disseminated organizational priorities via internal intranet, e-newsletters, presentations, and video blogs to more than 40 departments and 2,000 employees.
- Queried quantitative and qualitative data from social media platforms, sales software, registrations, and surveys to evaluate customer satisfaction and operational successes.
- Executed social media campaigns to extend reach of services; attracted 2,000+ new followers annually.
- Developed, maintained, and evaluated website content to provide accurate and attractive information to more than 1 million unique website visitors each year.
- Led marketing team through planning retreats to identify goals and strategies to support Recreation's key performance indicators of facility patronage, program participation, revenue, and customer satisfaction.
- Identified, developed, and implemented short- and long-term marketing campaigns to build brand awareness and increase participation in recreation programming; increased revenue by 20% and participation by 17% from 2017-2018.

Bicycle Travel Support Architect, EXPERIENCEPLUS! BICYCLE TOURS, Fort Collins, CO

2014

Promoted international bicycle travel and exploration via social media, targeted email marketing, website and blog, and media relations. Responsible for all aspects of the reservation process with a key role in delivering a high level of post-sale customer service. Worked with coordinators around the world to compile and relay travel itineraries and logistics. *Select achievements:*

- Coordinated logistics for travelling sales presentations, connecting tour guides with current and prospective customers.
- Worked with international tourism partners to develop and implement marketing campaigns to attract customers to purchase domestic and international bicycle, culinary, cultural, and recreational travel packages.
- Curated editorial stories and reference materials for travel blogs; targeted content for successful search engine optimization results.
- Secured an average of 15 excursions and \$150,000 in revenue daily; processed sales in an online sales platform.

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JAMI McMANNES

Leadership Giving Manager, UNITED WAY OF LARIMER COUNTY, Fort Collins, CO

2013 – 2014

For community nonprofit, increased donor recruitment and retention via strategic plans. Used database to identify patrons, prospects, and lapsed donors, as well as produce churn and results reports. Facilitated surveys, interviews, and case studies for new donor recruitment. Engaged current and prospective donors in organizational initiatives. Coordinated seminars, publications, and events to retain and engage donors. *Select achievements:*

- Maintained accurate and confidential contact information, financial records, and communication logs for 1000's of individual and organizational accounts using constituent management database (Andar).
- Compiled detailed reports for management and funders that included financial summaries, testimonials, survey results, and promotional reach for managed events and programs.
- Cultivated and retained donors through strategic interface, designing unique and relational recognition efforts, and identifying and meeting the needs of the customer.

Volunteer Center Specialist & Training Coordinator, UNITED WAY OF LARIMER COUNTY, Fort Collins, CO

2007 – 2013

Promoted organization's vision and mission by making presentations to audiences of up to 800 people. Composed press releases and media advisories. Collaborated on film production of local community-member stories. Managed website content and e-newsletter. Partnered with printers on collateral development. Worked with developers to fulfill contracts for web design, online registration systems, and print media. *Select achievements:*

- Teamed with institutions across the state to coordinate crisis communications and disaster preparedness protocol for the Windsor Tornado Relief (2008), Four Mile Canyon Fire (2010), High Park Fire (2012), and Waldo Canyon Fire (2012).
- Managed incoming calls in a 24-hour call center during natural disasters with tact and discretion. Provided exceptional customer service relaying information about services for those in need while honoring confidential information.
- Recruited and scheduled speakers for a state conference offering workshops, keynote presentations, and one-on-one consulting services to more than 300 nonprofit professionals.
- Coordinated 100+ nonprofits to host projects for more than 4,500 volunteers in one week.
 - Recognized as one of the Top 10 Make-A-Difference Day events in the nation by USA Weekend Magazine.
- Forged relationships with funders, media, and government entities to support a county-wide campaign recognizing the service provided by 1000's of volunteers.
- Facilitated improvement of 30+ nonprofits in the areas of volunteer management, marketing, fundraising, and planning.

EDUCATION, CERTIFICATIONS, & TECHNICAL EXPERTISE

BS, Individualized Studies, International Business, UNIVERSITY OF MINNESOTA: TWIN CITIES, Cum Laude

Certifications: Certified Interpretive Guide, NATIONAL ASSOCIATION FOR INTERPRETATION, 2018; Advanced Process Improvement Facilitation, CITY OF FORT COLLINS LEAN LEADERS, 2018; IAP2 Public Participation, INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION, 2017; Crucial Conversations, CITY OF FORT COLLINS, 2016; Nonprofit Marketing, FRONT RANGE COMMUNITY COLLEGE, 2012; Evaluation Intensive, JVA CONSULTING, 2012

Technical: Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop, Spark; Constituent Relationship Management: Andar, Atlas; Content Management Systems: WordPress, Zeus; DSLR Photography; Email Marketing: Constant Contact, MailChimp, SendStudio; Microsoft Office: Excel, OneNote, Outlook, PowerPoint, Publisher, Word; Social Media Platforms: Facebook, Hootsuite, Instagram, LinkedIn, NextDoor, Pinterest, Twitter

AWARDS & INVOLVEMENT

Awards: 3CMA SILVER CIRCLE AWARD, MORE Campaign, 2018; BizWEST 40 UNDER FORTY AWARD, 2017; Best Graphic Design Campaign, 3CMA SAVVY AWARD, 2015; Top 10 Make A Difference Day Award, USA WEEKEND MAGAZINE, 2010

Involvement: Volunteer, NO BARRIERS USA, 2018 – Present; Board Member & Fundraising Chair, AMERICAN RED CROSS OF NORTHERN COLORADO, 2014 – 2016; Special Olympics Partner, CITY OF FORT COLLINS - ADAPTIVE RECREATION OPPORTUNITIES, 2008 – 2014; Volunteer Community Outreach Manager, FORT COLLINS BIKE CO-OP, 2008 – 2014; TOASTMASTERS, 2011 – 2013