

Summary

Experienced project and program manager specializing in nonprofits, philanthropy, event management, and marketing and communications.

Experience

Community Relations Manager, Meet i2i

July 2020 - November 2020, Oakland, CA/Remote

- Designed, managed, and hosted dozens of virtual community events hosted on the Meet i2i virtual events and meeting platform.
- Researched and conducted outreach to hundreds of non-profit organizations, community groups, and small businesses to develop program partnerships.
- Wrote and designed marketing materials and collaborated with the marketing team on social media and other digital marketing initiatives.

Development & Communications Manager, iEARN-USA

October 2016 - January 2020, New York, NY

- Increased individual donations by 500%, by building an annual fundraising plan to engage donors at all levels, as well as wrote and developed fundraising proposals, and secured sponsorships for conferences and events.
- Developed new organizational communication and marketing plan to bring cohesion to messaging and design, increasing brand visibility and community engagement
- Organized and hosted virtual and in-person events, in the U.S. and internationally, including a webinar series attended by youth and educators in 40+ countries.
- Traveled nationally and internationally to present at conferences, and develop and cultivate relations with partners and clients.

Development Associate, National Center for Learning Disabilities

December 2013 - October 2016, New York, NY

- Project managed special events and cultivation events, including the annual Benefit Dinner for 400+ guests at the Mandarin Oriental in Manhattan with a budget of more than \$300,000, negotiating vendor contracts, managing and organizing staff participants and volunteers, and coordinating with VIP and celebrity attendees.
- Coordinated fundraising, communications, and marketing initiatives. Wrote content, and hired and oversaw the work of graphic designers, copywriters, and other contractors.

Development Assistant, Metropolitan Museum of Art

December 2012 - December 2013, New York, NY

- Managed The Met's Friends Groups, specialized donor groups with more than 600 members, coordinated with staff from more than ten of The Museum's curatorial departments to support fundraising and outreach for each department.
- Drafted speeches for museum leadership, wrote donor acknowledgment letters and created content for print and web publications.

Julia Heitner

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Marketing and Communications Consultant, Freelance

November 2011 - October 2014, San Francisco, CA and New York, NY

- Managed marketing and public relations for theatre companies, and comedy and improv shows in San Francisco and New York, resulting in increased press coverage and sold-out performances.
- Wrote content for educational discussion guide for the documentary film "Stage Left" and updated content for the Sources of Publicity Guide for theatre for the SF Bay Area.

Membership & Grants Associate, Theatre Bay Area

November 2009 - November 2011, San Francisco, CA

- Administered membership and grant-making programs for one of the largest theatre arts nonprofits on the West Coast.
- Provided marketing and communications support, including coordinating membership email newsletters.
- Coordinated meetings for membership and grants committees, and organized sessions and vendors fair for the annual conference.

Program Assistant, Stuart Foundation

January 2008 - June 2008, San Francisco, CA

Supported grants programs, reviewed grant proposals, drafted awards letters and contracts, and provided executive assistant to the vice president.

Awards Program Intern, US - UK Fulbright Commission

December 2006 - April 2007, San Francisco, CA

Coordinated scholarship programs, reviewed applications, scheduled interviews, organized award selection committee meetings, and managed travel and events for scholars' forum in London and Liverpool.

Education

UC Santa Cruz, Santa Cruz, CA

B.A. Theatre Arts, June 2006

General Assembly, New York, NY/Online

Digital Marketing Certificate

Skills &

Qualifications

- Project Management and Project Management Tools (Asana)
- Team Collaboration and Virtual Communication Tools (Slack, Google Suite, Zoom)
- Strong interpersonal skills - ability to communicate sensitively and effectively with colleagues, clients, partners, and community members
- Digital Marketing, including Social Media Management
- CRM/Database Management (Salesforce NPSP, Raiser's Edge)
- Event Planning and Management
- Virtual Event Hosting (Zoom, Facebook Live)
- International experience - worked, studied, and traveled to many different countries, and circumstances, culturally sensitive, and comfortable in new environments,
- Improvisation - experience in comedy/improv - ability to be creative and nimble