

Liz Koehler

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COMMUNICATIONS SPECIALIST

Energetic and creative professional with diverse experience in social media communications and innovative fundraising strategies for non-profit organizations and small businesses. Raised over \$1.5M for causes and program support to date. Excel in driving engagement, results, and retention by cultivating brand awareness and creating unique content designed to exceed organizational goals.

PROFESSIONAL EXPERIENCE

Communications & Development Manager, Self-Employed Jan 2012-Present

Provide accessible and innovative marketing, communications, and development support for small businesses and nonprofit organizations. Prepare persuasive grant proposals within strict deadlines. Build and maintain long-lasting partnerships by networking with local organizations, leaders, and consumers.

- ✓ Champion communications strategies that drive program, organizational success, and awareness to cultivate community support.

Ohio Program Manager, Bring Change to Mind Feb 2020-Dec 2020

Shaped and managed company high school program in 40 high school clubs and over 300 students throughout Ohio to support student and staff with mental health education and resources.

- ✓ Enhanced program success regionally and nationally by providing strategic planning, grant writing, and fundraising support.
- ✓ Boosted participant interest and diversified offerings by building and pitching new programming strategies.
- ✓ Improved program success by leading proactive adjustments to operations, including formalizing diversity, equity, and inclusion efforts.

Statewide Director, Children's Week & Florida Senior Day Feb 2018-Feb 2020

Single-handedly led initiatives for fundraising, budgeting, logistics, committee management, partner stewardship, invoicing, administrative work, website, and social media management with volunteer support on behalf of United Way of Florida to produce two annual advocacy events. Managed 170 partners and 7,000 event attendees to unify advocacy and policy efforts focused on children and seniors. Raised over \$225,000 annually to maintain events and associated costs.

- ✓ Increased fundraising by \$85,000 and created first-ever Transportation Partnership to provide funding to low-income senior citizens to travel to Capital and meet legislators.
- ✓ Created initial public forum with statewide government and advocacy leadership discussing senior care.

Development Manager, Ohio State Legal Services Association Oct 2016-Feb 2018

Coordinated grant writing and reporting, donor stewardship, communications, event planning, social media, online fundraising, marketing campaign management, and relationship building for The Legal Aid Society of Columbus, Southeastern Ohio Legal Services, and Ohio Poverty Law Center.

- ✓ Increased event and online fundraising by \$43,000 in 2017 by enhancing their auction and on-site donation process.
- ✓ Secured three new positions and significant growth by supporting executive leadership with strategic planning for communications and development department.

KEY ATTRIBUTES

- ▶ Content Creation
- ▶ Media Strategy
- ▶ Project Management
- ▶ Strategic Communications
- ▶ Business Development
- ▶ Social Media Execution
- ▶ Marketing Campaigns
- ▶ Strategic Planning
- ▶ Grant Writing & Editing
- ▶ Problem Resolution
- ▶ Account Management

EDUCATION & TRAINING

Master of Public Administration Kent State University | 2023

Bachelor of Applied Science Organizational Leadership & Strategic Communications Ohio University | 2013

Advanced Emotional Intelligence Training & Coaching, 1,000 hours

Certified QPR Gatekeeper Facilitator, QPR Institute | 2020-23

TECHNICAL SKILLS

Google Suite
Slack
Asana
WordPress
Adobe Suite

AmeriCorps College Guide, I Know I Can

Aug 2015-Jun 2016

Supported 200 first-generation, low-income college students to ensure their continued success and enrollment by providing support and guidance as needed. Help in planning and execution of college access resources to Columbus City Schools including tax preparation, FAFSA and funding assistance, and financial literacy education.

- ✓ Planned monthly events within a short time frame including recruitment, catering service, and acquiring support staff/guest speakers and grew attendance from 6-10 attendees to over 150.
- ✓ Organized and executed six community service projects over eleven months, providing direct support to more than 1,000 people in need within the Greater Columbus area.

Operations & Marketing Manager, Reverse Vanity Spa

Sept 2013-Jan 2015

Oversaw daily operations, including financial reconciliation, staff management, customer experience, sales, marketing, event, and front desk operations. Held accountable for client growth and business development for small, local business.

- ✓ Spearheaded planning and execution of seven unique events and various cross-promotional marketing opportunities by cultivating relationships with local business members and community organizations.
- ✓ Implemented volunteer support with annual Highball Halloween celebration attended by thousands of people by managing relationships and planning with city and local business members.

Social Media Manager, Front of House Server & Management, Lockwood Investment Group

Jul 2010-Jan 2017

Developed, monitored, and maintained active social media content for Columbus and Cincinnati locations. Cultivated opportunities for community partnerships, participation, and cross-promotions. Managed daily operations, including recruitment, training, and inventory.

- ✓ Created Instagram accounts and presence for three businesses, garnering over \$10,000 collective followers.
- ✓ Initiated and helped develop first-ever Front of House training manual to ensure consistency in staff performance.

Office Manager, Ohio Citizen Action

Jul 2009-May 2010

Directed daily administrative functions, including file management, office events coordination, and communications with sister organizations. Led recruitment initiative for field staff potentials utilizing various marketing channels. Organized mass mailing to several local and national representatives on behalf of community members.

- ✓ Facilitated daily training exercise for fundraising solicitation.
- ✓ Collected, packaged, and mailed over 5,000 pieces of constituent messages to state representatives.

COMMUNITY LEADERSHIP

Volunteer Community Service/Organizer, Multiple Organization

Jun 2012-Feb 2018

Built strategic partnerships, led volunteer recruitment and management, in-kind donation solicitation, project management, event coordination, team building, and consulting service for various non-profit organizations.

- ✓ Sourced over 500,000 items and coached multiple teams of 60-70 people, raising over \$600,000 through various grassroots fundraising techniques.
- ✓ Sourced and delivered over 50,000 items from business and community members to provide necessities for homeless through direct street outreach.
- ✓ Built and solicited donations and volunteers to construct three public lot parks through city grant program including volunteer recruitment and management.