

C.C. Strom

Manager of Marketing Communications & Content

Experienced marketing communications professional equally balanced between planning and doing. Able to distill complex ideas into clear, concise messages and tell stories to engage audiences. Manages projects to stay on time, budget and message.

Inspired by working collaboratively for purpose-driven companies.

CONTACT

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🌐 www.linkedin.com/in/ccstrom

EDUCATION

Graduate Work

Humphrey School of Public Affairs,
University of Minnesota

Bachelor of Arts

Luther College

Certificates

Fundraising

Data-Driven Marketing

Project Management

SKILLS

- Writing & editing
- Content marketing
- Proj. management
- Event planning
- Google Analytics
- Email marketing
- Fundraising
- Social media
- Storytelling
- CRM & CMS

ACTIVITIES/INTERESTS

- Association of Fundraising Professionals
- Social Media Breakfast Minneapolis/St. Paul
- Washburn High School Foundation, Board Member
- Westminster Presbyterian Church, Ruling Elder

EXPERIENCE

Independent communications consultant 2004 – Present

Write copy and content to increase sales, cultivate business relationships and inform. Industries include senior living, healthcare, rental housing, financial advising, market research, and shipping/delivery.

WellShare International March 2017 – January 2019

DEVELOPMENT AND COMMUNICATIONS DIRECTOR

Hired to launch development and communications department, processes and initiatives at WellShare International, a public health organization. Directed the work of two staff in managing social media, communications, volunteer recruitment, newsletter and website.

- Developed fundraising plan, including individual giving, grants and events. Grew individual donations 30% in eight months.
- Integrated Salesforce database into individual giving program, tracking personal interactions and donation history.
- Led fundraising committee of donors, board members and volunteers.
- Planned and managed annual fundraising luncheon, recruiting sponsors, writing speeches and overseeing registration and donations. Grew net revenue 66%.
- Expanded reach to supporters by 400% through weekly blogs and monthly e-newsletter.

Girls in Action August 2016 – March 2017

DEVELOPMENT DIRECTOR

Hired as the organization's first development director. Sought funding for mentoring programs to help girls succeed in school and life. Researched and wrote grants, with a focus on State of MN RFPs. Managed year-end appeal.

The Center for Victims of Torture September 2005 – April 2016

COMMUNICATIONS MANAGER

COMMUNICATIONS SPECIALIST

Managed marketing and fundraising communications for the international mental health/human rights organization. Collected, packaged and promoted stories to increase the visibility of the organization. Planned and implemented campaigns for media, email marketing and social media.

- Served as writer, editor and project manager for newsletter raising \$100,000+ annually.
- Developed and implemented communications plans and campaigns to drive web and social media traffic and engage supporters; increased social media referrals to website by 1600%.
- Developed content calendar to schedule and organize stories and updates for website, media, newsletter, email, blog and social media.
- Planned, wrote and produced email appeals and digital campaigns. Created videos – from concept to final production – highlighting programs and outcomes.
- Worked as internal communications consultant for staff located in five countries, assisting with writing, editing, design and messaging.
- Served as writer, editor and project manager for various publications.
- Collaborated on rebranding of organization, including new logo and website overhaul. Developed branding toolkit.

University of Minnesota 2001 - 2004

Office for Business & Community Economic Development

PROJECT MANAGER