

Andrea N. Shirey

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PROFILE AND SKILLS SUMMARY

Experienced, integrated marketing expert and self-motivated individual with 20 years of experience in relationship management, donor-centered fundraising, and digital marketing. Proven ability and aptitude for quickly mastering technology. Adept team builder, collaborative problem solver, and demonstrated leader. Advanced level user of Microsoft Office suite, Adobe Illustrator & InDesign, Squarespace, Google Analytics, Asana, Slack, social media platforms, event software (Constant Contact and Eventbrite), web accessibility tools, ConvertKit, and MailerLite. Accustomed to handling sensitive, confidential records, meeting deadlines, and working under pressure.

EDUCATION

B.S., Business Administration, 2001
West Virginia University - Morgantown, WV

PROFESSIONAL EXPERIENCE

One Nine Design, LLC, Parkersburg, WV
Owner

March 2017 - present

As the owner of One Nine Design, I specialize in designing websites for small businesses and nonprofits. My services extend past the website design phase and include teaching clients how to make data-driven operational decisions using their website data and how to think strategically about their integrated marketing approach.

I am a sought-after speaker on marketing topics in the Mid-Ohio Valley, have extensive experience with client presentations, training, and leading both in-person and virtual workshops.

Other services provided by my company include writing original content, nonprofit consulting, paid ad management, and graphic design.

- Create original website designs for clients (local small businesses and nonprofits) using the Squarespace platform
- Implement email marketing campaigns for nonprofits, including account setup, campaign design, email content calendar, and crafting compelling content to drive website traffic
- Provide ongoing marketing support for several clients, which includes monthly analytic support, recommendations for platforms and third-party tools to meet their objectives, and evaluating opportunities for growth.
- Write optimized blog posts for both One Nine Design and clients, attracting thousands of visitors monthly.
- Promote and maintain an online template library selling digital templates and training materials for nonprofits. The digital shop has grown by over 250% year over year and become a model for other small businesses.

Sarah Moon & Co, Portland, OR
Strategic Marketing Project Manager

September 2021 - December 2022

I played an integral role in the company's strategic marketing initiatives designed to position the company as the authority on digital marketing for thought leaders, change-makers, and transformational causes.

- Served as a primary account manager for multiple design and strategy projects, interfacing with clients, leading strategic discussions, and ensuring the client's objectives were met.
- Managed the maintenance of the Marketing Resource library, ensuring the site reflects the most up-to-date resources, processes, and templates to support clients.
- Provided support for consistent tracking and regular reporting of project status, milestones, and deliverables.
- Evaluated Google Analytics' data to identify trends and opportunities to maximize the company's return on investment through organic and paid search efforts.

- Assisted with developing and growing the company's SEO strategy to continue holding the top rank on search engine results for desired keywords.
- Evaluated organic content marketing strategies and oversee changes to improve them and produce measurable results.
- Provided design coordination for website projects, and perform client work including website design, SEO strategy, content optimization, etc.

Downtown PKB, Parkersburg, WV
Events & Marketing Coordinator (part-time, contract)

January 2017 – July 2017

Responsible for the implementation of the marketing and public relations plan for the organization.

- Coordinated with the Executive Director to plan seven annual events throughout the year, including downtown promotions, special events, and fundraisers
- Coordinated event logistics and publicity, including public relations, advertising, and collateral materials
- Solicited and secured event sponsors and marketing partners
- Oversaw volunteer staff scheduling, training, and appreciation
- Wrote press releases and blog content to promote downtown events and businesses
- Created and maintained Downtown PKB's website
- Created content for several social media platforms

United Way Alliance of the Mid-Ohio Valley, Parkersburg, WV
Executive Director

August 2014 – Dec. 2016

As the professional leader charged with establishing a vision for the United Way Alliance of the Mid-Ohio Valley, I led a diverse team of high-performing leaders, staff, and volunteers. Leveraging the power of relationships and networks, I worked across the private, public and corporate sectors to improve lives in the Mid-Ohio Valley. I was dedicated to shared and measurable goals for the common good - creating, resourcing, scaling, and leveraging strategies for broad investment and impact. I was jointly responsible for building trust in United Way and its relevance in the community.

My role at United Way Alliance covered four major areas.

Organization Management- accountable for building and leading high-performing teams, ensuring all teams were aligned and collaborating to achieve organizational results. I maintained accountability for the operational and fiscal integrity of the organization within policies set by the Board of Directors.

Strategic Management - served as the principal resource to the Board of Directors and its key committees and gave strong direction and professional leadership in policy formulation and interpretation.

Resource Development – charged with increasing annual revenue; to identify, cultivate and solicit prospective leadership level donors and key leaders of prospective new corporate partners; to leverage personal and professional contacts and relationships into fundraising opportunities; and to promote a culture of fundraising in the organization, both at the staff and board level.

Community Impact – responsible for the overall impact of UWA on the community, with particular emphasis on increasing its capacity to drive the impact agenda. This included but was not limited to maintaining a strong web presence, robust social media exposure, traditional and non-traditional marketing, and event management.

Baylor University, Waco, TX
Assistant Director of Foundation & Corporate Development

January – December 2012

Research, cultivate, solicit and steward private foundations and corporations for institutional projects. Facilitate communication between internal and external partners and serve as a liaison between University Development and

various divisions of the University. Write, edit, submit grant proposals, and conduct all follow-up reports for grant awards. Track and report metric results to Associate Vice President for Development. Ensure the University adheres to all deadlines and budget guidelines for grant awards. Develop consistent and personal stewardship methods to maximize grant opportunities. Conduct personal visits with existing and potential foundation donors to further enhance Baylor's relationship among constituents.

- Doubled foundation activity in proposals submitted and new prospects identified compared to the prior year
- Consistently solicited six and seven-figure proposals to major, national foundations, including multi-year projects
- Foundation funding is on track to exceed any other year in Baylor's history

Assistant to the Vice President of Development

Managed the day-to-day operations of the Vice President's office. Acted as a liaison and maintained effective interaction with university personnel, department staff, students, and visitors. Coordinated with the President's office regarding matters that involve development and the President or his staff. Assisted with the creation and editing of various reports and publications department-wide. Served as a primary point of contact with the University Board of Regents Development & Marketing committee and assisted with quarterly meeting preparation and execution.

Florida Baptist Children's Homes, Lakeland FL
Assistant to the President

April 2008- July 2011

Provided coordination and expertise for the Office of the President. Managed internal and external projects and schedules. Initiated development opportunities to ensure \$5.2 million fundraising budget was met. Held a leadership role in managing the 24-member board of directors. Presented an agency-wide standard of operational excellence.

- Proactively managed 50+ donors and prospective donors within the President's portfolio
- Designed and wrote major gift proposals, resulting in critical dollars being generated for FBCH
- Identified, coordinated, and managed speaking engagements allowing FBCH to be represented globally
- Analyzed data and trends from all departments and advised President on key areas requiring special attention
- Acted as project manager for the corporate restructure process serving as a liaison between staff, board, Convention, legal and financial counsel

Director of Foundation & Advancement Relations

Played a leadership role on the development team responsible for generating \$5.2 million annually in revenue. Proactively identified, researched, and solicited corporate and foundation gifts both within Florida and nationwide. Established and maintained partnerships with corporate leaders and foundation directors. Crafted creative and inspiring proposals for prospective donors. Analyzed the effectiveness of all fundraising programs and established strategies to enhance results. Served as a mentor to new development directors and provided hands-on training.

- Successfully raised more foundation dollars than any other year in FBCH history within a nine-month period, submitting more than \$1.2 million in proposals
- Designed and implemented a communication schedule to more effectively steward current donors
- Developed a relationship database manual and led a statewide training to all users
- Created an agency-wide donor acknowledgment procedure designed to streamline all stewardship activity with donors of \$1,000 or more

Director of Development, Central Florida

Built and cultivated relationships with individual and corporate donors. Solicited annual and major gifts. Assisted prospects and donors in estate planning needs. Engaged in public relations activities on behalf of the Homes, including representing the organization in community events and speaking engagements.

- Giving in the Central Florida region increased by 10% during my tenure as Director of Development

- Nearly 1,300 constituents were impacted through my direct fundraising actions in one year

University of Florida, Gainesville FL

November 2004 – June 2007

Director of Annual Fund & Stewardship Programs

Identified, cultivated, and solicited annual fund and major gift prospects at the \$10,000 - \$100,000 level. Managed the College's annual fund program including direct mail, graduating class gift campaign and solicitation of annual fund leadership prospects. Coordinated the college's phonathon campaign with the UF Foundation Florida Fund.

- Directed 150 volunteers of the Law Alumni Council and supported the respective fundraising efforts, activities and events, resulting in the highest percentage of participation recorded for the law school.
- Coordinated stewardship program activities and refined the gift acknowledgment process to better serve the alumni and donors
- Managed the largest book award program encompassing over 100 annual awards, stewardship of donors, and recognition program for student recipients

West Virginia University Foundation, Morgantown, WV

August 2002 – Nov. 2004

Assistant Director of Annual Giving

Directed and oversaw the Mountaineer Line telephone outreach program including recruitment, retention, hiring and training. Coordinated the senior class giving program. Assisted in the management of a university-wide direct mail program.

- Managed the day-to-day operations of the *Special Gifts Phase* within the *Building Greatness Campaign* involving extensive reporting, daily interaction with various levels of constituencies as well as timely distribution of stewardship materials
- Worked collaboratively with central and unit development officers on annual fund projects, including direct mail and personal solicitations of annual fund leadership prospects
- Jointly responsible for budget planning, communications and marketing for each program

