

Department on the Status of Women

Communications Project Manager – San Francisco, CA (April 2022 - Present)

- Develops, Defines and Executes Robust Project Management Processes
- Coordinates cross-functional workstreams with coalition partners and stewards the effective completion of deliverables against our Departmental workplan, goals and timelines.
- Defines, scopes and establishes communication channels and protocols for all strategic initiatives and special projects.
- Establishes schedules, create and distributes agendas, leads and facilitates meetings and captures all meeting notes, action items, etc.
- Attends, participates in, and reports on meetings related to the strategic initiatives and special projects portfolio; represents the Department before the community, Commission(s) and City meetings and hearings and the media; makes presentations to City personnel, public and private groups and others.
- Serves as the Department's representative for strategic initiatives and special projects and responds to informational requests
- Coordinates and/or conducts outreach to San Francisco communities, City departments and agencies and community-based organizations, including the media. Drafts editorials, opinion pieces and press releases for publication.
- Directs research and evaluation of complex data related to the strategic initiatives and special projects portfolio, as well as the development and execution of clear, comprehensive studies and reports to analyze information from multiple sources
- Manages all activities and events related to the strategic initiatives and special projects and monitors the survey, feedback, evaluation and outcomes processes of all such activities.

Creative Designs 4 Print

Communications Specialist - Oakland, CA (January 2011- Present)

- Creates marketing materials, ensuring brand consistency throughout all creative projects
- Designs and produces compelling print and web materials
- Develops social media content - blogging, website, social media posts
- Updates and maintains company website

West Oakland Continuity of Care

Director of Communications, Hybrid - Oakland, CA (January 2018-Decemeber 2022)

- Worked with leadership team to develop and implements communications strategies for the organization
- Developed promotional campaign materials for upcoming classes and events
- Created communications policies and procedures for the organization and supports compliance.
- Coordinated vendor management and FRP processes to ensure seamless deliverables
- Worked independently to project manage to set and meet deadlines

Cristo Rey De La Salle East Bay High School

Communications Associate (Launch Team) - Oakland, CA (February 2018-June 2020)

- Created and manages Salesforce database and gift processing procedures
- Coordinated all aspects of Mission Advancement and Corporate Work Study Program Events; including invitations, RSVP's and follow-up communication
- Created marketing and social media campaigns and strategies, content ideation, and implementation schedules; while ensuring brand consistency in marketing and social media messages by working with various company department members

Dual Master of Arts in Communication Studies & Multimedia Designs

- California State University East Bay (2010-2011)
Cum Laude

Bachelor of Arts in Communication Studies & Minor in Religious Studies

- University of North Carolina at Greensboro (2006-2010)
Cum Laude

Computers:

- **Proficient with Microsoft Office:** Word, Excel, PowerPoint
- WordPress, Wix
- GSuite Platform
- Adobe Creative Cloud
- Windows/Mac Platform
- Knowledge of social media including Twitter, Facebook, Instagram, Pinterest, & LinkedIn

Special Skills:

- **Marketing Programs:** Constant Contact, Mailchimp, EventBrite, DonorPerfect, Salesforce NPSP, GlobalSpec, Vocus, & Cision
- Strong Research, Analysis, Media Tracking, Editing, Quality Control, & Proof-Reading Skills

Contact:

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ReCares

Community Resource Specialist - Oakland, CA (September 2016-February 2018)

- Performed administrative duties in order to track and document progress
- Provided information and referral, client assessment, planning, advocacy and follow-up
- Identified and maintained contact with community service providers to inform clients of benefits, programs and services.

Lafayette-Orinda Presbyterian Church

Communications Director - Lafayette, CA (September 2015-February 2018)

- Collaborated with the Head of Staff and Director of Operations to produce and direct the LOPC master communication strategy
- Provided overall supervision for the various LOPC communications channels and directly interacts with staff and volunteers as content providers
- Managed the production of Stewardship Campaign mailings and other important publications as assigned by Head of Staff and Director of Operations
- Directed the design of marketing and stewardship print collateral; writes annual report, Constant Contact e-blasts and other internal/external marketing and materials
- Expanded marketing and communications outreach with newsletter publication and collaboration with subject matter specialists to create 30% added content

Youth ALIVE!

Communications & Special Projects Manager- Oakland, CA (December 2014-August 2015)

- Supported the Executive team to build and steward relationships with current and potential donors, funders and community partners
- Developed marketing collateral including: graphic design, online communications, emails, newsletters, press, and website copy
- Recruited new volunteers and donors for annual benefit and marketing events
- Coordinated annual fundraiser with 12% increase in gross earnings
- Assisted with event planning including: sponsorship request, vendor management, and outreach logistics

Youth ALIVE!

Marketing & Grants Coordinator - Oakland, CA (August 2014-December 2014)

- Managed and operates the grant renewal application and grant reporting processes
- Monitored and evaluated progress toward development goals, prepare written reports and recommended changes as needed
- Developed and maintained an in-house tracking mechanism for all federal grants & contracts

Western Regional Minority Supplier Development Council

Organizational Communications Manager- Oakland, CA (Feb 2014-Aug 2014)

- Expanded range, depth and effectiveness of content and messaging to elevate awareness and understanding of the Council's tools, processes, policies and programs
- Assisted Executive Team in the planning and execution of media events and brand awareness activities
- Created internal policy guide for staff concerning purchase orders, and reporting
- Worked as a liaison between corporate & worldwide subsidiaries for all marketing needs
- Managed brand guidelines and all corporate marketing collateral production
- Maintained communications, project coordination, event coordination, and data tracking
- Performed routine quality control to ensure all marketing data is current and up-to-date
- Compiled information to create & analyze reports

PHILANTHROPY

Dr. Martin Luther King Jr. Multi-Cultural Rally

Committee Secretary

(January 2017 - Present)

- Performs routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files

Covenant House of California

Junior Board of Director

(June 2016 - Present)

- Reviews outcomes and metrics for evaluating the organization's impact, and regularly measuring its performance and effectiveness using those metrics
- Approves annual fundraising budget, audit reports, and material business decisions; being informed of, and meeting all, legal and fiduciary responsibilities
- Serves as a trusted advisor and develops/implements strategic plans to ensure that board resolutions are carried out by taking on special assignments



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