

Meghan Beach

meghanbeach.com

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Promoted at multiple organizations for demonstrating success at managing complex donor/membership marketing campaigns and strategic cross-departmental projects.

Strong collaborator and analytical thinker who excels in high-stakes and fast-paced environments that require resoluteness, attention to detail, versatility, high quality work and reliable accountability.

PROFESSIONAL EXPERIENCE

Director of Membership & Education

National Sporting Goods Association (NSGA), Mt. Prospect, IL, 2014 – Present

Joined as Project Coordinator, promoted rapidly through a series of increasingly responsible management positions based on strong team leadership and goal-oriented performance.

- Doubled the number of members that renewed year-to-year
- Led the re-brand of NSGA member communication materials, oversaw the writing, design and production of all new departmental communications and marketing strategies that led to an immediate and sustained increase in member engagement
- Analyzed and predicted business opportunities for prospects and executed targeted recruitment strategies
- Directed the customer-facing membership team to create a results-driven positive work environment that moved members towards increased levels of giving and engagement
- Supervised the database team, reviewed giving patterns, improved solicitation techniques, identified key touchpoints and provided reports directly to the CEO, CFO and Board of Directors

Administrative Assistant II, Executive Team

The Ounce of Prevention Fund, Chicago, IL, 2013 – 2014

Developed and maintained a continuously adaptive understanding of three executives' work priorities to efficiently manage simultaneous scheduling requests, provide diverse resources materials and anticipate all needs.

- Developed new solutions and innovative strategies that efficiently met departmental needs and continuously looked for new ways to improve my support of the team

(OVER)

HIGHLIGHTS

Achieved record member retention growth at NSGA by **increasing retention rates by over 85% in two years**

Planned a four-day-long conference for NSGA that was **ranked above average by 79% of attendees**

Entrusted to **train and manage almost 1/4th of the employees** at NSGA

Built the Helping Hands Department at MADRE into a **multi-million-dollar venture employing over 30 interns and volunteers**

SKILLS

Project & Operations Management

Omni-Channel Content Creation & Customer Relationship Marketing Development

Publication Design & Print Management

Website Maintenance & Promotion

Adobe Creative Suite (Photoshop, InDesign, Illustrator and Dreamweaver)

Presentation Development & Execution

Production Schedule Management & Event Planning

Vendor Coordination and Contract Negotiation

Financial Planning, Profit Analysis & Budget Management

CRM Software (Abila, Blackbaud, Salesforce, eTapestry, Concur and Salsa)

Data Maintenance & Reporting

Executive Correspondence & Board Relations

Employee Training and Development

Events Assistant

University of Chicago, Chicago, IL, 2012 – 2013

Supported the coordination of high profile fundraising events for the Comer Children's Hospital Development Board as a Temp, including the 10th Annual Comer Kids' Classic 5K, ribbon cutting ceremonies, the Winter Holiday Boutique and the Third Annual Girls Spring Fashion Show and Tea fundraisers that attracted guests such as Rah Emanuel and his family.

- Surpassed fundraising and participation goals
- Built and maintained the Comer Kids' Classic website and the Annual Girls Spring Fashion Show and Tea using the Kintera platform and by learning and writing my own code

Program Associate

Open Society Foundations, New York, NY, 2011 – 2012

Tracked grant making activity as a Temp, conducted grantee correspondence, helped to process and track contracts and grant payment requests, and edited docket materials for funders.

- Given the opportunity to research and develop presentations on potential funding areas for the Director of U.S. Programs due to successful performance of daily tasks

Membership Coordinator

MADRE, Inc., New York, NY, 2008 – 2011

Joined as Administrative Assistant, promoted rapidly through a series of increasingly responsible coordinator positions based on my problem-solving abilities and willingness to go above and beyond.

- Managed seven simultaneous humanitarian aid campaigns that collected over \$2.5 million worth of immediate relief supplies
- Provided the additional responsibility of directing MADRE's fiscal sponsorship program for organizations without 501(c)(3) status due to surpassing expectations
- In addition to daily responsibilities, began a MADRE-led program that assisted students with planning campus-wide advocacy events and coordinated speaking engagements for MADRE on college campuses
- Managed the database and oversaw the transition to a new constituent relationship management system, recognizing the need for more strategic marketing opportunities
- Coordinated the design, production and distribution of annual reports, MADRE's magazine, newsletters and direct mail solicitations
- Planned internal and external events by making budgets, researching venues, obtaining sponsors and speakers, soliciting donations and organizing day-of-volunteers
- Managed matching gift programs, donor retention and recruitment campaigns, processed payments and produced acknowledgments

EDUCATION

Digital Communications, Center for Continuing Professional Studies
Pratt Institute, New York, NY
New York, NY, 2012

Bachelor of Arts, Honors College
University of Michigan, Ann Arbor, MI
Ann Arbor, MI, 2008

AWARDS

High Honors, Publication Rights for Undergraduate Dissertation
University of Michigan

Silver Crown Award,
Columbia Scholastics Press Association

VOLUNTEER

Membership Chair, Associate Board
AIDS Foundation of Chicago (AFC)
Chicago, IL, January 2016 – Present

Activist Council, Education
Planned Parenthood of New York City (PPNYC), New York, NY January 2009 – 2012

Communications Intern,
Sexuality Information & Education Council of the United States (SIECUS)
New York, NY, August – December 2008

Website Development Intern,
Health & Environmental Funders Network
Washington, D.C., June – August 2008

Special Events Chair,
HIV/AIDS Resource Center (HARC)
Ypsilanti, MI, January 2006 – June 2008

District of Columbia Environmental Intern,
Friends of the Earth
Washington, D.C., May – August 2006

Executive Committee,
University Students Acting Against Cancer
Ann Arbor, MI, September 2004 – June 2008

Volunteer,
Habitat for Humanity
Detroit & Ann Arbor, MI, September 2000 – June 2008

Business Development Lead,
Tower Newspaper
Grosse Pointe, MI, September 2002 – June 2004