

LISA M. STANLEY

Portfolio: lisastanley.net

Email: lisawalterstanley@live.com

Phone: 519.276.1158

QUALIFICATIONS

Highly effective multi-media content creator with 10+ years of marketing experience.

Exceptional and persuasive communication skills as evidenced by years of successful proposal writing.

Solution-oriented problem solver who flexibly adapts greater vision into achievable and concrete outcomes.

Extensive commitment to producing high-quality work that demonstrates detailed and creative solutions.

Values trust, integrity, transparency, respect, and dignity for all people.

EXPERTISE

- Social Media and website management
 - Multi-channel engagement strategist
 - Boldly embraces change and new ideas
 - Web Design and Development Diploma
 - Adobe: Photoshop, Illustrator, InDesign
 - Extensive project management and reporting
 - Collaborative and dynamic team builder and mentor
 - Highly competent and creative communicator
 - Extensive copy writing and storytelling experience
 - Resourceful self-starter with a passion for learning
-

WORK EXPERIENCE

Resource Development Coordinator

2013 to Present

Stratford House of Blessing, Stratford Ontario

- Presented core messaging and impact stories about programs and services to multiple stakeholders through a variety of media outlets (i.e., radio, film, speeches, multi-media presentations, website, press releases, newsletters, blogs, and social media, Google Search Ads, Facebook and Instagram Ads).
- Managed all aspects of funded projects including writing grant proposals, creating recognition pieces, making purchases, coordinating contractors, maintaining financials, evaluating, and reporting.
- Developed, coordinated, and led fundraising campaigns by creating powerful marketing materials that employed consistent branding and reflected organizational values and needs.
- Increased social media presence (Twitter, Facebook, Instagram, LinkedIn, MailChimp and website) by attracting audiences, providing dynamic content, and responding efficiently to engagements.
- Provided consultation and media support for third party events, including press releases, advertisements, PowerPoint presentations, and event photography.
- Successfully transformed the live signature event into an engaging virtual event through the production of unique content, an online auction, and a strong marketing and communication strategy.
- Increased the Empty Bowls Fundraising event from 100 attendees to 600 and increased profits from \$6000 to \$36,000 through intensive networking, branding, and relationship building with key stakeholders (volunteers, artists, restaurant industry, local businesses, sponsors, and donors).
- Established and led unique fundraisers like: The Non-Breakfast Breakfast, Catan for A Cause – National Qualifier Tournament, and the Justin Bieber Auction on eBay, that brought in international support.
- Significantly pivoted the organization during COVID-19 by adding an online registration and booking system, trained staff, and then expanded program features specifically for the food bank.
- Created and managed the website, ensuring an effective user experience, accessibility compliance, search engine optimization, relevant content, ease of navigation and strong calls to action.

LISA M. STANLEY

Portfolio: lisastanley.net

Email: lisawalterstanley@live.com

Phone: 519.276.1158

Marketing and Communications Coordinator

2011 to 2013

United Way Perth-Huron, Stratford ON

- Consistently demonstrated effective marketing skills, including the launch and use of national branding and communications standards while designing for local marketing priorities and content.
- Designed engaging fundraising and promotional materials for a variety of audiences (i.e., newspaper articles and features, letters, eblasts, videos, websites, brochures, event posters, banners).
- Actively contributed to campaign success through collaboration and planning with the campaign team
- Created a collection of impact stories, which were developed by collecting testimonials through recorded interviews and then subsequently shared through multi-media outlets.
- Built professional relationships through effective communication with non-profit partners, media partners, sponsors, advertising professionals, and community leaders.
- Provided professional support to multiple organizations by training staff on marketing best practices, guiding leaders through the process of developing a brand strategy, and designing key graphics.

Special Education Teacher and Classroom Educator

1998 to 2011

Waterloo Catholic District School Board, Kitchener ON

- Empowered students to develop a love of learning by providing encouragement, a safe learning environment, and the skills and tools needed to overcome learning barriers.
 - Developed individualized education plans by means of administering assessments, analyzing results, preparing reports, and completing needs analyses.
 - Advocated for student needs and rights and collaborated with team members to deliver specialized programming, employing unique teaching strategies and technology accommodations.
 - Led adaptive technology initiatives by training students, teachers, and educational assistants on the effective use of Dragon Naturally Speaking and Kurzweil Text Reader.
 - Guided and coached educational assistants to ensure a safe, nurturing, and positive educational learning environment for children with special needs.
-

EDUCATION

Honours Web Design and Development Diploma , Kitchener ON	2011
Special Education Part 1: Learning Disabilities - Brock University, Hamilton ON	1997
Bachelor of Education – Nipissing University, North Bay ON	1996
Honours Bachelor of Arts in Psychology (minor in Personnel Studies) – University of Waterloo	1995

For more information about my additional qualifications and to view my portfolio visit:

lisastanley.net

References are available upon request.