

angie s. maher

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SUMMARY OF QUALIFICATIONS:

Twenty-three years of professional writing, communications and marketing experience; broad portfolio of written and desktop publishing work. Five years of direct fundraising and event coordination/management experience, plus ten years supporting. Published work in professional journals. Computer knowledge of Microsoft Office, InDesign, Spark, CorelDraw, WordPress, HubSpot, Constant Contact, Informz, Raiser's Edge, and Salesforce.

PROFESSIONAL EXPERIENCE:

Sr. Marketing Manager, KenCrest, Blue Bell, PA - 7/19 - Present

- Responsible for meeting with various departments to develop and execute marketing plans for organization serving individuals with intellectual disabilities. Manage, write, and deliver annual report. Support fundraising activities and events with creation of marketing materials and email campaigns. Lead efforts to create professional marketing videos. Work closely with communications specialist on newsletters and story creation.

Marketing & Communications Manager, Lingraphica, Princeton, NJ - 11/16 to 06/19

- Served as writer/editor/clearinghouse for all inbound marketing efforts including blog posts, social media, electronic newsletters, downloadable content and website updates for a company that develops speech-generating devices and apps for people with communication disorders.
- Wrote several blog posts each month for aphasia.com and aacdevice.com to create interest in Lingraphica's apps, devices and therapy platforms; blog posts created the content for two electronic newsletters each month.
- Wrote compelling emails for workflows that automatically triggered when clients/potential clients downloaded content.
- Tracked weekly numbers for website visits, downloads, social engagements, new contacts, paid traffic, organic traffic and landing page views through HubSpot; responsible for securing 300+ intakes each month through marketing efforts.
- Co-facilitated a device user group meeting every three weeks for people who have aphasia.
- Supervised and mentored two junior staff members: web developer and marketing coordinator.

Senior Marketing Manager, The American Association for Cancer Research (AACR), Philadelphia, PA – 09/14 to 11/16

- Created/wrote marketing plans for the Association's 30+ conferences and meetings held annually.
- Wrote copy for advertisements for internal and external publications; secured media placement and negotiated pricing for advertisements, including all placements for organization's first-ever external media buy of \$1 million in Philadelphia to drive donations. Managed the schedule of deliverables for media buy.
- Created "Cancer Thriver" Campaign in 2016; developed concept; wrote copy for radio/video/web graphics; aired on social media, ABC, CBS, Hulu, iHeart and Philadelphia radio stations WKYW and WMGK.
- Wrote copy for direct mail pieces and email blasts to constituency of over 37,000 in 108 countries worldwide.
- Worked the trade show booth at conferences around the country and internationally to recruit new members to the AACR.
- Served as liaison with AACR's Foundation to develop plans and strategies to increase donor base and gifts to the organization.
- Supervised and mentored two junior staff members.

Communications and Marketing Manager, The Association for Frontotemporal Degeneration (AFTD), Radnor, PA – 05/11 to 03/14

- Responsible for website content management, writing and design of all printed materials, annual report writing and production, special event management support, annual conference marketing materials and event coordination, public relations, brand management and vendor management.
- Created, facilitated and executed AFTD's first-ever online fundraising campaign ("With Love 2012") at Valentine's Day, which raised \$30,000 for the organization in 1.5 months. "With Love 2013" exceeded its goal of \$50,000.
- Responsible for bringing in \$250,000 in grassroots fundraising each year via individuals from across the country.
- Created, facilitated and executed AFTD's first-ever national, grassroots awareness campaign during the first week of October 2013 called "Food for Thought." More than 60 people participated in 29 states and 5 provinces in Canada; the campaign raised \$52,000.
- Laid groundwork for a segment about frontotemporal degeneration that aired on *NBC's Nightly News with Brian Williams* on June 13, 2013. Former NBC Chief Science and Health Correspondent Robert Bazell reported the story of an AFTD board member's struggle in caring for his affected wife.
- Wrote, laid out and facilitated coordination of three newsletters: one 12-page, hard copy newsletter delivered three times a year; one e-newsletter to healthcare professionals in facility settings on a quarterly basis; and one bi-monthly e-newsletter to caregivers. E-newsletters were distributed via Constant Contact.

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- Worked closely with AFTD's Board of Directors, specifically the Awareness Committee Chair, to ensure communications goals were met.
- Oversaw the work of a marketing assistant; assigned tasks to and mentored her regarding social media, website maintenance and grassroots fundraising.

Development and Marketing Manager, Riverbend Environmental Education Center, Gladwyne, PA – 04/10 to 05/11

- Responsible for website content management, writing and design of all printed materials, annual report creation, fundraising activities, donor acknowledgment letters, social media, website updates, e-newsletter creation, all aspects of special event management, press release writing, brand management, vendor management, appeal letter writing and Raiser's Edge database updates.

Communications Manager, YWCA York, York, PA – 09/09 to 03/10

- Responsible for website management, design of all printed materials, marketing plan creation/execution, annual report design, donor newsletters, e-newsletter creation, public relations, business card/stationery ordering and design, brand management, vendor management, website updates, and appeal letter writing/design.

Director of Communications, American Lung Association of Maryland, Hunt Valley, MD - 11/05 to 02/08

- Developed, wrote and designed postcard mailers, advertisements, billboards, posters, annual reports, two external newsletters and e-advocacy alerts.
- Managed/maintained content and brand identity of two websites.
- Fulfilled all marketing communications deliverables for multiple grants.
- Responsible for media buying and press release writing; managed outside vendors.

Marketing Communications Freelancer, Red Lion, PA - 06/04 to 11/05

- Provided advertising, branding, copywriting, public relations and design services to small businesses and churches.

Graphic Designer/Copywriter/Sr. Marketing Coordinator, RETTEW Associates, Inc., Lancaster, PA - 07/99 to 05/04

- Developed, wrote and designed postcard mailers, advertisements and internal and external newsletters.
- Designed and produced presentation graphics and PowerPoint slide shows for speaking engagements, sales interviews and company functions. Attended industry trade shows; engaged attendees at booth display.
- Wrote press releases; distributed releases to various media outlets.
- Created graphics for proposals, trade show booth displays and various other marketing materials.
- Managed outside vendors, such as photographers, print houses, mail houses, paper sources and advertisers.
- Participated on a four-person team to redesign company website; served as webmaster of site.
- Developed, coordinated, edited and prepared proposals and statements of qualification.

Marketing Coordinator, Johnson, Mirmiran & Thompson, York, PA - 09/98 to 07/99

- Wrote press releases and announcements regarding company achievements and awards.
- Developed marketing scheme for Consulting Engineers Council Grand Conceptor award-winning submission including display panel, essay and notebook.
- Published engineering articles in PENNDOT publication as well as trade journals *CE News* and *Public Works*.
- Coordinated and edited text and graphics for proposals.

Marketing Coordinator, Gannett Fleming, Inc., Harrisburg, PA - 05/95 to 09/98

- Developed marketing scheme for award-winning booklet, display panel and essay.
- Coordinated, edited and proofread text and graphics for proposals.
- Wrote articles for bimonthly company newsletter.

EDUCATION:

Lebanon Valley College, Annville, PA 17003. Bachelor of Arts in English Communications. Graduated Magna Cum Laude in May 1995 with a GPA of 3.63/4.00.

BOARD OF DIRECTORS EXPERIENCE:

Board Member of Montgomery County Opportunities Industrialization Center (OIC), 2012-2015.