

Angie S. Maher

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SUMMARY OF QUALIFICATIONS:

Twenty-five years of professional writing, communications, and marketing experience; broad portfolio of written and desktop publishing work. Seven 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, WordPress, HubSpot, Constant Contact, Informz, Raiser's Edge, and Salesforce.

PROFESSIONAL EXPERIENCE:

Freelancer, Manheim, PA – 05/22 – present

- Write success stories for former employer; provide branding, website, and marketing expertise to local businesses/churches/entrepreneurs; serve as part-time travel agent.

Sr. Marketing Manager, KenCrest, Blue Bell, PA - 7/19 to 02/22

- Responsible for meeting with various departments to develop and execute marketing plans for organization serving individuals with intellectual disabilities.
- Managed, wrote, and delivered annual report.
- Supported fundraising activities and events with creation of marketing materials, appeal letters, and email campaigns.
- Led efforts to create professional marketing videos and story creation for website, newsletter, and social.
- Worked closely with CEO on Thought Leadership blog posts and blog pieces for internal staff.

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, success stories, electronic newsletters, downloadable content and website updates for a company that develops speech-generating devices and apps for people with communication disorders.
- Pitched and developed the idea for an internal coworker recognition program called Lingraphica Rockstars.
- Managed the production of and content for a company culture video.
- 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 ads, 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.
- Served as liaison with AACR's Foundation to strategies to increase donor base and gifts; supported fundraising events.
- Created "Cancer Thriver" Campaign (success stories); developed concept; wrote copy for radio/video/web graphics; aired on social media, ABC, CBS, Hulu, iHeart, and two Philadelphia radio stations.
- Wrote copy for direct mail pieces and email blasts to constituency of over 37,000 in 108 countries.
- Worked the trade show booth at conferences around the country and internationally to recruit new members to the AACR with two direct reports.

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 U.S.
- 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.
- Worked closely with AFTD’s Board of Directors, specifically the Awareness Committee Chair.

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, social media, blog and e-newsletter creation.
- Managed all fundraising activities and special event management; wrote appeal and donor letters.
- Responsible for press release writing, brand management, vendor management and Raiser’s Edge updates.

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

- Responsible for website management/maintenance.
- Designed all printed materials, including annual report, donor newsletters and e-Newsletter
- Responsible for public relations, brand management, and vendor management.
- Wrote and designed appeal letter.

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; supported all fundraisers.
- Responsible for media buying and press release writing.

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.

EDUCATION:

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

BOARD OF DIRECTORS EXPERIENCE:

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