

Michelle Dumas

Communications Director

I am a communications specialist, multi-channel marketer and seasoned fundraiser with deep experience building capacity, increasing engagement and improving systems for non-profits and businesses across education, arts, healthcare, technology and professional service sectors. I bring a high level of skill as a writer, editor, editorial manager and media liaison, and many years of experience in web development, social media strategy, data management, analytics and reporting. I am committed to working for good, with organizations and people who improve lives, build community, stand against injustice, create opportunities for others and pursue solutions for the problems facing our society and world.

Experience

Feb. 2019 – Present
Ventura, CA

Director of Operations
Ventura County Arts Council

- Oversee general operations, administration, budget, programs, development and marketing of arts education, advocacy and re-granting organization that is designated the local partner in Ventura County of the California Arts Council.
- Report to a board of directors; manage a staff of four and over 25 teaching artists as independent contractors and volunteers.
- Develop and implement a 2-year strategic plan to build capacity through major gifts, grants and county support; improve operations efficiency; grow program offerings and expand diversity, equity and inclusion initiatives.
- Write all content for web, email, social media, events, advocacy activities, media and fundraising campaigns; deployed the organization's first-ever CRM system; led full redesign of website; launched the organization's first-ever email newsletter.

Apr. 2016 – Sep. 2018
Los Angeles, CA

Communications Consultant
USC Suzanne Dworak-Peck School of Social Work

- Developed a multi-channel communications plan for Alumni Relations and Social Work Alumni Association, and to help meet fundraising goals for the Annual Giving program.
- Primary speech writer for \$60M school naming donor Suzanne Dworak-Peck at multiple events, including commencement and Women in Social Work Conference keynote.
- Wrote web content, donor and alumni profiles, case statements, event marketing and articles for print publications; managed multiple social media pages and communities; developed major gift proposals, campaign appeals and telemarketing scripts.

Aug. 2010 – Feb. 2016
Ventura, CA

Co-Founder & Head of Content
ImpactMEDIA

- Co-founded and headed communications and content for a marketing agency serving higher ed, nonprofits, healthcare and businesses. Services included branding, business consulting, web and content, digital ad planning, social media planning and calendars.
- Key clients: Cornell University, St. Cloud University, City College of San Francisco, Chadwick School, Walgreens, Berkshire Hathaway Home Services, ARC Connected Health, Ventura Oral Surgery Center, Skotz Manufacturing.

PHONE:
(323) 459-3336

EMAIL:
michelle.marquis@gmail.com

LINKED IN:
[linkedin.com/in/michellemarquisdumas](https://www.linkedin.com/in/michellemarquisdumas)

ADDRESS:
4976 Shenandoah Street
Ventura, CA 93003

SKILLS:

- Budget development
- QuickBooks/bookkeeping
- Grant writing
- Speech writing
- Media pitching & paid placement
- Staff coaching & training
- Annual giving & membership programs
- Direct mail
- Adobe Creative Suite
- WordPress, Drupal, custom CMS
- HTML & CSS
- SEO assessment & content
- Email marketing
- Google and Facebook ads
- YouTube optimization
- CRM management and migration across most platforms
- Project management across most platforms

EDUCATION:

UCLA
BA, U.S. History, 1998

University of Pittsburgh/
Institute for Shipboard
Education
Semester at Sea, 1997

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Experience – cont.

Nov. 2011 – Sep. 2014
Carpinteria, CA

Manager, Corporate Communications
Lynda.com

- Co-launched the company's first formal media relations and corporate communications strategies, crafting messaging through a single \$103M growth equity raise, acquisitions, and new product and content releases.
- Wrote news releases and secured coverage in print and online media including Forbes.com, TechCrunch, Bloomberg, Huffpost, Monster.com and KCET.
- Collaborated with social media, content marketing and community relations teams to elevate brand awareness, create engaging content and amplify media coverage through social channels and the company blog.
- Acquired and screened dozens of member testimonials and connected members with journalists; curated a list of several hundred earned media clips for marketing.

Dec. 2007 – Dec. 2010
Los Angeles, CA

Director, Marketing and Communications
UCLA Ziman Center for Real Estate

- Developed the Center's first-ever marketing plan and budget, launching all inaugural branding activities and media channels in alignment with school brand guidelines, including website, blog, email newsletter, social media, print collateral, research brief series, guest faculty articles, annual report, press kit and special event materials.
- Wrote content for most print, digital and media relations materials; managed contributing freelance technical writers, photographers and designers.
- Managed large-scale overhaul of CRM platform and organically grew constituency from 350 records to over 5,000 opted-in individuals.

Jan. 2005 – Nov. 2007
Los Angeles, CA

Assistant Director of Development
UCLA Anderson Development – Major Gifts

- Part of a development team that raised over \$20M in 9 months with a high volume of proposals to extremely high net worth alumni and finance industry leaders.
- Co-launched the UCLA Fink Center for Finance & Investments, raising the first \$10M, building advisory board, designing new marketing and hosting multi-city launch events.
- Wrote gift proposals, gift agreements and briefings for dean of school; managed and reported on moves management database of 1500 major gift donors and prospects.

Jun. 2002 – Sep. 2004
Burbank, CA

English and Journalism Teacher
Providence High School

- Taught grammar and composition, journalism, American and world literature.
- Moderated quarterly student newspaper and annual student literary arts journal.

Dec. 2000 – Jun. 2002
Santa Monica, CA

Operations and Marketing Manager
YogaWorks

- Co-managed daily operations of largest yoga school in the country.
- Managed orientation and training of new employees and wrote employee manual.
- Marketing of special events, workshops, visiting teachers and retreats.

SKILLS:

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- QuickBooks/bookkeeping
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- Speech writing
- Media pitching & paid placement
- Staff coaching & training
- Annual giving & membership programs
- Direct mail
- Adobe Creative Suite
- WordPress, Drupal, custom CMS
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