

KARLI M. STEFFY

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SUMMARY

Operations and Brand Marketing professional with experience leading creative initiatives and process management in start-up, growing, and established small-to-midsize businesses and nonprofit organizations. Highlighted capabilities include:

- *Operations Management*
- *Brand Development & Management*
- *Communications/Public Relations (Messaging & Content)*
- *Writing & Editing*
- *Advertising & Promotional Product Development/Design*
- *Design (Digital & Print) & Production: Products & Programs*
- *Email Marketing*
- *Social Media Management*
- *Event Logistics & Coordination*
- *Website Design & Maintenance*
- *Project Management*
- *Strategic Planning & Implementation*
- *Client Relationship Management*
- *Business Development (Pipeline/Revenue Generation)*
- *Proposal Writing & Contract Negotiations*
- *Talent Management/Agent/Publicist*

PROFESSIONAL EXPERIENCE

Capitalism 2.0, Inc., Richmond, VA

Remote Operations Officer & Brand Manager (1-Year Contract), *August 2016 – August 2017*

- Established systems and infrastructure for a new start-up for profit organization, including programs and systems, business models, processes and controls, and all related internal operations
- Developed, designed, and incorporated the branded look, feel, and voice of the organization to all printed collateral, social sites, website, publications, presentations, invitations, flyers, and educational products and programs
- Developed strategic communications plan and supporting content for press releases, articles, keynotes, social media, and interviews
- Served as creative thought leader for external and as the co-creator of products and programs
- Served as a publicist/talent manager for national and global speakers, negotiating stages, webinars, podcasts, and seminars for clients including small businesses, industry associations, non-profits, educational institutions, and Fortune 500 & 100 companies
- Created opportunities for collaborating and enhancing relationships with prospects, clients, partners, consultants, and global thought leaders
- Managed projects from initiation through close, adhering to budget and schedule
- Evaluated and implemented efficient processes/applications to increase ROI
- Developed RFPs and RFQs and lead contract negotiations, support, and oversight
- Researched and evaluated opportunities for partnerships, sponsorships, and promotional opportunities on an on-going basis

Luck Companies & InnerWill Leadership Institute, Richmond, VA

Global Business Manager, *June 2015 – August 2016*

- Established systems for a start-up 501(c)(3) organization, including the client relationship management system, business models, internal processes and controls, and all related operational procedures.
- Managed a small team in support of organization's mission, vision, and values
- Managed the brand and reputation of leadership, brand ambassadors, and both organizations via digital marketing and social strategy
- Incorporated the organization's brand to all printed collateral, social sites, websites, presentations, and educational products and programs
- Partnered with the global PR company to develop media relations strategy specific to the brand objectives and impact
- Serves as a publicist/talent manager for national and global speakers, negotiating stages, webinars, podcasts, and seminars for clients including small businesses, industry associations, non-profits, educational institutions, and Fortune 500 & 100 companies
- Served as point of contact for external relationships (prospects, clients, vendors, partners, technical support, legal counsel, and recruiters)
- Evaluated and implemented efficient processes/applications and effective strategy to increase ROI (doubled projected net profit)
- Developed RFPs and RFQs and lead contract negotiations, support, and oversight
- Managed projects cross-functionally with technical, marketing/brand, finance, and operations
- Managed budgets, schedules, and reviewed Profit & Loss statements to determine effectiveness of strategy and underlying objectives

Luck Companies, Luck Family Office, Richmond, VA

Creative Program Designer & Executive Coordinator, *December 2012 – June 2015*

- Provided creative and program support to the Chief Family Officer (CFO), the internal Family Office of a high net-worth, multi-generational family-owned and operated organization.

- Managed executive and department brand and reputation via digital marketing and social strategy
- Incorporated the organization's brand to all printed collateral, social sites, presentations, and educational products and programs
- Managed vendor and client relationship management systems and served as point of contact for all external relationships including clients, vendors, partners, technology support, legal counsel, and recruiters
- Managed projects cross functionally with technical, marketing/brand, finance, and operations to design products, resources, training materials, and programs for internal and external leadership development
- Lead funding and development team's research and marketing materials design
- Managed expense reports and credit card reconciliation/general ledger

Jackson Dean Construction, Seattle, WA

Marketing & Program Coordinator, *December 2011 – November 2012*

- Provided creative support to the Director of Marketing & Business Development, CFO, CEO, and Senior staff.
- Designed and produced all marketing/advertising digital and printed collateral to generate new business opportunities nationally
- Conducted market research and generated analytics reports
- Developed RFPs and RFQs and lead contract negotiations, support, and oversight for Fortune 100 and 500 companies
- Populated and administered the Customer Relationship Management system (Salesforce)
- Managed event logistics including sourcing, coordinating, and oversight of staff and vendors; all advertising and event publicity

Don Richard Associates, Newport News, VA

Marketing & Recruiting Coordinator, *March 2010 – November 2011*

- Provided support to the President, Vice President, CFO, and COO
- Designed and produced all marketing/advertising digital and printed collateral to generate new business opportunities
- Processed pay roll, reconciled expenses, and served as POC for external payment processing company
- Populated and administered the ERP/CRM system (Linux)
- Reviewed resumes, conducted interviews, and served as hiring manager for several accounts
- Managed logistics including sourcing, coordinating, and oversight of staff and vendors

EDUCATION

Bachelor of Fine Arts (December 2008)

Shepherd University; Shepherdstown, WV

Project Management Accreditation/Exam Prep (March 2015)

Virginia Commonwealth University School of Business; Richmond, VA

Insights Discovery Licensed Practitioner (November 2016)

Insights Discovery Accreditation; Vancouver, Canada (US/North American certified)

COMPUTER SKILLS

- **Adobe CCS:** Photoshop, InDesign, Illustrator, Acrobat DC & Pro
- **Website Design & Management:** Wordpress, Squarespace
- **Social & eMarketing:** Constant Contact, Survey Monkey, Mail Chimp, Twitter, LinkedIn, Hootsuite, Tweetdeck
- **ERP and CRM:** Salesforce, NetSuite, Method CRM, Blackbaud
- **Project Management:** Evernote, Smartsheet, Trello, Asana
- **Conferencing & Webinars:** Zoom, Skype
- **Microsoft:** Word, Excel, Outlook, PowerPoint, SharePoint
- **Accounting & Bookkeeping:** QuickBooks Online & Desktop
- Mac & PC Proficiency

** Portfolio and references available upon request*