

CARI FAVOLE, PMP ®

MARKETING STRATEGIST PORTFOLIO

DYNAMIC MARKETING STRATEGIST

Welcome to my Marketing Portfolio, where creativity meets strategy and storytelling drives success. With over 13 years of experience, I specialize in managing impactful projects that seamlessly integrate content production, marketing innovation, and strategic project management.

My expertise lies in transforming business objectives into actionable plans that deliver measurable outcomes. From crafting targeted marketing campaigns to streamlining operational workflows, I excel at aligning initiatives with organizational goals while fostering collaboration among cross-functional teams. As a PMP-certified professional, I bring precision, adaptability, and a commitment to excellence to every project.

Whether it's through research and metric analysis, script writing, or content creation, my approach ensures that every campaign tells a compelling story that resonates with diverse audiences. This portfolio showcases my dynamic range of skills, including scheduling, creative writing, and public relations, all designed to solve problems, inspire action, and deliver results.



MARKETING IS ALL ABOUT THE STORY

It's not just about selling a product but creating a connection, evoking emotions, and leaving a lasting impression. **My superpower** is turning complex ideas into compelling narratives that resonate. Whether it's crafting a campaign, managing a project, or bringing a brand to life, I ensure the story is clear, engaging, and impactful.

NOTABLE ACHIEVEMENTS:



STRATEGIC EXECUTION

Spearheaded the planning and execution of fundraising events and media campaigns, directly contributing to raising \$1,245,000 toward an annual departmental goal of \$1,900,000.



INNOVATIVE FUNDRAISING

Designed, developed, and executed a fully virtual fundraising event that surpassed expectations, raising over \$140,000 in donations and exceeding the goal by \$20,000.



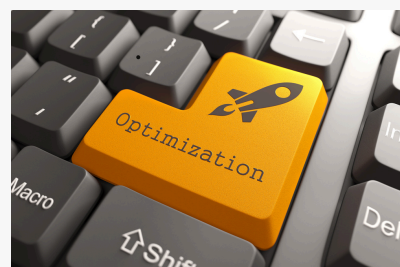
COMPREHENSIVE MARKETING LEADERSHIP

Directed all marketing and communications efforts for a \$6 million agency, including press releases, public statements, collateral materials, program flyers, event invitations, volunteer opportunities, and agency-wide service promotion.



IMPACT ANALYSIS & REPORTING

Delivered comprehensive metric analyses and impact reports to the Board of Directors, CEO, and key stakeholders, demonstrating the effectiveness of marketing efforts and the transformative impact of agency programs on clients.



CREATIVE ASSET DEVELOPMENT & COST OPTIMIZATION

Conceptualized and produced graphics, training materials, and videos for internal and external audiences. Managed website updates and created new pages in WordPress, as well as Wix and JustGiving landing pages for fundraising initiatives, saving the agency an estimated \$5,000 in six months.

PMP® CERTIFICATION

The Project Management Professional (PMP) certification, offered by the Project Management Institute (PMI), is the gold standard for project managers worldwide. It validates a professional's expertise in leading and directing projects using the principles outlined in the PMBOK® Guide (Project Management Body of Knowledge)—a globally recognized framework for project management best practices.

Earning the PMP requires candidates to demonstrate substantial project leadership experience, meet specific education requirements, and pass a rigorous exam that tests their ability to manage projects across various industries and methodologies.

- Recipient: Caroline "Cari" Favole
- Credential #: 3646311
- Earned: 13th September, 2023
- Renewal Deadline: 12th September, 2026



CONSULTING SERVICES

PROJECT MANAGEMENT | CREATIVE WRITING | MARKETING | COMMUNICATIONS

Narratives are at the heart of every business—whether through targeted marketing campaigns, seamless product implementations, or exceptional service delivery—all designed to solve problems and inspire action. Marketing, at its core, is storytelling: crafting messages that resonate, engage, and drive results.

With over 15 years of hands-on experience in content production, I've honed my storytelling abilities through writing, directing, and audio/video editing—guiding narratives from concept to completion. Coupled with my role as a Marketing Strategist, I translate business objectives into impactful campaigns that align with organizational goals, optimize workflows, and deliver measurable outcomes.

Recognizing that Project Management hinges on clear, effective communication, I bring a unique blend of skills to amplify this critical aspect. As a PMP-certified professional, I have tangible experience leading cross-functional teams, fostering collaboration, and achieving results. My strengths in client relationship management, rapid learning, and multitasking allow me to adapt seamlessly to dynamic challenges, ensuring every project or campaign tells a cohesive, compelling story that drives success.

ADDITIONAL SERVICES

In some cases, an additional perspective can be invaluable, while in others, delegating tasks entirely may be the most effective approach. Whatever your needs, I am here to provide the support you require.

PRODUCTION ASSISTANT

I can provide general support and assistance to your production team, including: administrative duties, coordinating logistics, and aiding in the smooth execution of production activities.

AUDIO/SOUND EDITOR

I am able to manipulate and enhance audio elements in various media productions, to include: cutting, mixing, and arranging sound components. I specialize in podcasts and audiobooks.

VIDEO EDITOR

I can edit and assemble video footage, combining visual elements, such as transitions and effects, and audio elements to create a cohesive and compelling visual storytelling.

SPECIALIZED EXPERTISE

Explore the links below to learn more about the skills and expertise I can bring to support your needs.

[VOICEOVER](#)

[PRESENTER](#)

[AUTHOR](#)

[ENTERTAINER](#)

MARKETING PORTFOLIO

WITH CASE STUDIES

DIGITAL CONTENT MARKETING CONSULTANT

Freelance

Self-Employed, Favole Productions



Provides creative marketing consulting by driving impactful digital campaigns, streamlining project delivery, and creating multi-platform content, all while aligning creative direction with marketing goals to ensure consistent branding and build lasting stakeholder relationships.

KEY HIGHLIGHTS:

- ▶ **Consumer Engagement Growth:** Increased client consumer engagement by 40% through strategic digital campaigns, leveraging Adobe Premiere Pro and Audition CC to create compelling multimedia content that enhanced consumer interaction and loyalty while reflecting the success of multi-platform content strategies and consistent branding efforts.
- ▶ **Execution & Efficiency:** Implemented advanced execution strategies and optimized resource allocation for high-impact creative deliverables, aligning efforts with multi-platform marketing goals to accelerate project delivery by 30%.
- ▶ **Client Collaboration & Fundraising Success:** Partnered with clients to align creative direction with marketing goals, resulting in successful sales meetings and raising \$147,000 during a virtual fundraising event, exceeding the goal by \$22,000. Ensured consistent branding and fostered long-term stakeholder relationships throughout the process.

CLIENT VIDEO SAMPLES:

[PRODUCT SOURCING](#)

[PRICE-QUOTE PROCESS](#)

[CONNECTED SYSTEMS](#)

SOCIAL MEDIA MANAGEMENT:

To optimize space on my portfolio, I invite you to explore my company's social media accounts directly to view samples of my work in this area.



STRATEGY:

Strategic Marketing Plans, Brand Development Framework, and supplemental documents cannot be shared publicly due to proprietary limitations. Please request to view these privately via email: contact@carifavole.com

STRATEGIC MARKETING & EVENT COORDINATION

PART 1 OF 2

Multiple Campaigns & Events

Marketing Communications Specialist, Accreditation Commission for Education in Nursing

Led marketing and event initiatives to optimize engagement, streamline procurement, and deliver impactful results across diverse communication channels.

KEY HIGHLIGHTS:

➤ **Integrated Marketing Campaigns:** Designed and executed comprehensive marketing communications campaigns across print, web, social media, and email platforms, achieving a 17.5% engagement increase. Key activities included:

- 2021 Fall Self-Study Forum
- Program Administrators Workshop
- Exhibitor's Tables at multiple conferences

➤ **Content Development & Strategy:** Conceptualized and created program materials for forums, workshops, exhibits, and presentations, including supporting graphics, audio/video, and multimedia components. Developed a social media strategic plan with scheduled postings and executed data analysis to optimize campaign effectiveness, increasing website traffic by 15% within four months.

➤ **Event Coordination:** Collaborated with venues and vendors to procure materials for events, schedule couriers for out-of-state activities, and ensure timely delivery. Maintained consistency in campaign messaging and brand standards across all materials.

➤ **Procurement Efficiency:** Reduced procurement costs by 15% through comprehensive market research to identify alternative vendors and materials, optimizing delivery timelines without compromising quality.

STRATEGY:

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VIDEO MARKETING SAMPLES:

[2021 HOLIDAY GREETING FROM ACEN](#)

[ACCREDITATION PROCESS OVERVIEW](#)

STRATEGIC MARKETING & EVENT COORDINATION

PART 2 OF 2

Multiple Campaigns & Events

Marketing Communications Specialist, Accreditation Commission for Education in Nursing

Led marketing and event initiatives to optimize engagement, streamline procurement, and deliver impactful results across diverse communication channels.

ENEWSLETTER & EMAIL CAMPAIGNS:

Regrettably, I do not have access to copies of most of the communications I created during my tenure at ACEN, including the following:

- Bridges: Quarterly Newsletter
- Signal Flame: weekly eblast
- Nurses Week: e-Card
- Candidacy Bulletin: As needed
- TTP News Alerts: As needed
- Surveys: Designed by Marketing, Distributed by IT
- Website Updates: As needed
- Social Media: based on leadership preferences

EMAIL BANNER EXAMPLES:

Here are samples of the email banners I designed for events hosted by ACEN:



ENGAGEMENT MARKETING MANAGER

Multiple Campaigns

Non-Profit, Catholic Charities Atlanta

Led strategic marketing initiatives that enhanced visibility, efficiency, and stakeholder satisfaction through integrated campaigns and data-driven decision-making. My approach combines innovation with precision to deliver measurable results across multiple channels, including digital, print, and event-based marketing.

INTRODUCTION

KEY HIGHLIGHTS:

- ▶ **Enhanced Stakeholder Satisfaction:** Increased stakeholder satisfaction ratings by 18% through targeted communication strategies, aligning marketing efforts with business objectives, and driving cross-functional collaboration using Microsoft Dynamics CRM to ensure consistent messaging and streamlined workflows.
- ▶ **Boosted Visibility & Revenue:** Delivered a 30% increase in organizational visibility and generated \$1.2M+ in fundraising revenue through integrated marketing campaigns spanning Giving Tuesday, Annual Appeals, and Virtual Charity Events. Leveraged tools like Raiser's Edge NXT to manage donor relationships and optimize campaign performance.
- ▶ **Streamlined Processes & Reduced Costs:** Improved creative trafficking and procurement processes, reducing costs by 20% while enhancing supply chain efficiency. Collaborated with cross-functional teams to execute procurement strategies aligned with business goals, optimizing resource allocation and project workflows.
- ▶ **Campaign & Event Management:** Successfully led campaigns and events such as the President's Circle Retreat, Virtual President's Circle Events, and a Virtual Charity Run. Coordinated donor tutorials, such as mobile bidding app guides, to ensure seamless participant experiences.
- ▶ **Data-Driven Reporting:** Provided analytic metrics and performance insights directly to the Board of Directors and CEO, informing strategic decisions and demonstrating the success of marketing efforts.

WRITING EXAMPLES:

My portfolio reflects expertise in managing marketing budgets, creating strategic marketing plans, and delivering results-driven campaigns. Explore the campaigns and initiatives showcased here to see how I turn creative visions into impactful outcomes.

SOIREE: STRATEGIC MARKETING & CONTENT EXECUTION

Virtual Charity Livestream

Engagement Marketing Manager, Catholic Charities Atlanta

[CLICK HERE TO VIEW PRODUCTION](#)

Led the marketing and production efforts for a fully virtual fundraising event, pivoting from an originally planned in-person gala to an engaging online experience during the COVID-19 pandemic. This initiative required end-to-end management of all marketing elements to ensure a successful and impactful event.

KEY HIGHLIGHTS:

- **Strategic Content Creation:** Scripted the full run of show, including event flow and key messaging, ensuring a cohesive narrative throughout the program. Created all pre-recorded session graphics and executed video editing to produce polished, high-quality content.
- **Production Oversight:** Booked the production studio and auctioneer, coordinated shot schedules, and directed the production crew during filming to maintain alignment with the event's vision. Managed both internal staff and external production crews to ensure seamless execution during live broadcasts.
- **Auction Management:** Applied for the required raffle license and led the auction process from start to finish, including procurement of items, promotion of offerings, and distribution to winners.
- **Marketing Achievement:** Designed and developed all promotional materials to drive audience engagement and event attendance. Successfully raised \$147,000 in donations, surpassing the original goal by \$22,000.

GRAPHICS SAMPLE - SUPPORT TIERS:



SOIREE: STRATEGIC MARKETING & CONTENT EXECUTION

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GRAPHICS SAMPLE - SUPPORT TIERS:



\$500

Provides 10 sessions with a mental health counselor. The minimum recommended sessions for most individuals.



\$1,000

Provides group therapy for a family.



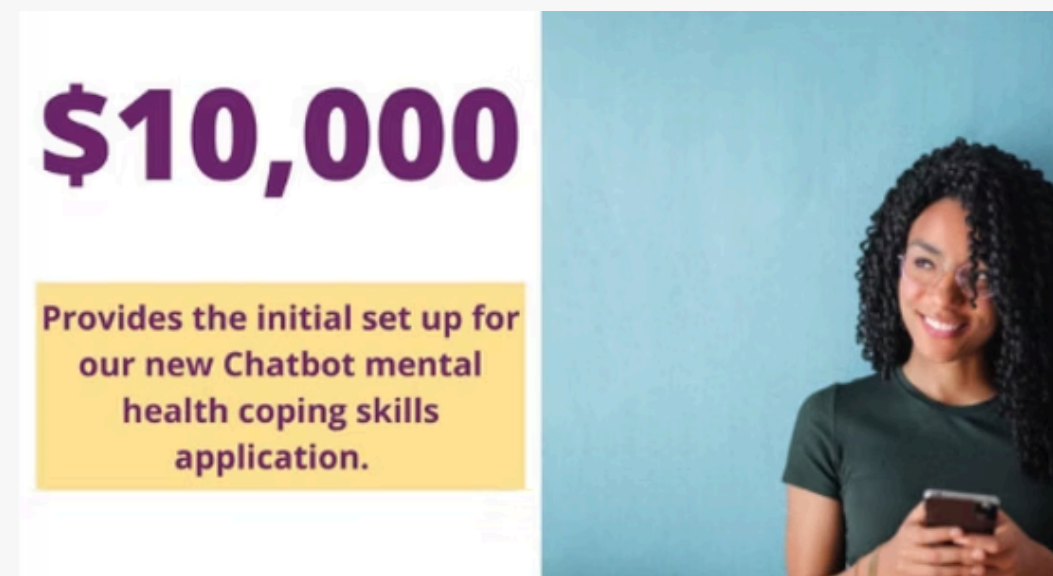
\$2,500

Provides group therapy for parenting.



\$5,000

Provides telemental health equipment needed for an additional mental health counselor.



\$10,000

Provides the initial set up for our new Chatbot mental health coping skills application.



Catholic Charities Atlanta
SOIRÉE

[CLICK HERE TO VIEW PRODUCTION](#)

HOPE REALIZED BREAKFAST: STRATEGIC MARKETING & CONTENT MANAGEMENT

Virtual Charity Livestream

Engagement Marketing Manager, Catholic Charities Atlanta

Led the marketing and production efforts for the Hope Realized Breakfast, combining strategic planning, creative execution, and technical expertise to deliver an impactful fundraising event that exceeded expectations.

KEY HIGHLIGHTS:

- **Strategic Content Development:** Wrote event scripts and created a detailed storyboard to guide the team, ensuring a cohesive and engaging narrative. Designed and developed an electronic donation form to streamline contributions and enhance the donor experience.
- **Production Oversight:** Coordinated the shot schedule and directed the production crew during filming to maintain alignment with the event's objectives and visual storytelling.
- **Content Creation & Editing:** Retrieved raw footage and managed all aspects of video editing, including photo manipulation, to produce high-quality content that resonated with the audience.
- **Marketing Achievement:** Successfully raised \$107,000 in donations, surpassing the original goal by \$27,000 through strategic messaging and engaging event execution.

This project highlights expertise in scriptwriting, production management, and marketing strategy, driving audience engagement and exceeding fundraising goals.



[CLICK HERE TO VIEW PRODUCTION](#)

NEWS RELEASE:

STRATEGIC PUBLIC RELATIONS & EVENT MANAGEMENT

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)

[CLICK TO VIEW NEWS RELEASE](#)

Facilitated the creation and distribution of a press release to highlight Catholic Charities Atlanta's (CCA) pivotal role in hosting a Department of State site visit in honor of World Refugee Day 2021. This initiative combined strategic communication and event coordination to elevate awareness of CCA's Refugee Services and its impactful programming.

KEY HIGHLIGHTS:

- **Strategic Messaging:** Crafted a news release emphasizing the significance of the visit, spotlighting CCA's contributions to refugee resettlement and engagement with high-profile representatives from the Bureau of Population, Refugees, and Migration (PRM) and the Department of State.
- **Event Coordination:** Collaborated with CCA leadership to outline the visit itinerary, including a tour of the Refugee Services Office led by the Resettlement Director, Essence Vinson, and facilitated discussions on programming and services.
- **Stakeholder Engagement:** Highlighted key attendees, including notable government officials such as Brian McKeon, Deputy Secretary of State, and Nancy Izzo-Jackson, Senior Bureau Official, PRM, showcasing CCA's strategic partnerships and leadership in refugee advocacy.

COPY:

On Thursday June 24th, 2021 representatives from the Bureau of Population, Refugees and Migration (PRM) and the Department of State visited Atlanta for a site visit in honor of World Refugee Day 2021. Essence Vinson, the Resettlement Director at Catholic Charities Atlanta (CCA), led the visitors on a tour of the Refugee Services Office. The participants then discussed CCA's services and programming.

Notable guests in attendance:

- Brian McKeon, Deputy Secretary of State
- Nancy Izzo-Jackson, Senior Bureau Official, PRM
- Holly Herrera, Program Officer for Domestic Resettlement, PRM

Co-Facilitators:

- Essence Vinson, Resettlement Director, Catholic Charities of Atlanta
- Bahadur Subba, Resettlement Manager, Catholic Charities of Atlanta
- Justin Howell, Executive Director, The IRC in Atlanta, Miami & Tallahassee; Co-Chair of the Georgia Coalition of Refugee Stakeholders

NEWS ARTICLE:

STRATEGIC PUBLIC RELATIONS & EVENT MANAGEMENT

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)

[CLICK TO SEE SOURCES
AND PHOTOS](#)

COPY:

After much anticipation, the President's Emergency Presidential Determination on Refugee Admissions raised the admissions ceiling from 15,000 to 62,500 on May 3rd, 2021 for the fiscal year 2021. Although the numbers have not been released for fiscal year 2022, President Biden has committed his support to welcome families to the United States that have been forced to leave their homes due to famine, war and persecution.

According to the Refugee Processing Center Admissions and Arrivals May 2021 report, the top 10 origin countries for refugees admitted to Georgia are: Afghanistan; Burma; Democratic Republic of the Congo; El Salvador; Eritrea; Ethiopia; Guatemala; Honduras; Iran; Liberia. Georgia has consistently held 10th place for the most refugees resettled in a state. The United Nations High Commissioner for Refugees (UNHCR) released its Projected Global Resettlement Needs 2022 Report on June 24th, 2021 that estimated 1.47 million refugees will be in desperate need for resettlement in 2022 as persecutions continue making their countries unsafe.

The Refugee Resettlement Agencies in Georgia are preparing their responsiveness and flexibility to meet the needs of as many people assigned to the state. Catholic Charities Atlanta (CCA) is joined by the International Rescue Committee, New American Pathways, and Inspiritus, among other agencies, in collaboration efforts to extend the reach of their services. Such efforts can be seen through the Georgia Coalition of Refugee Stakeholders, the Coalition of Refugee Service Agencies resettlement educational program, and the Georgia Welcome Co-op. Most recently, this collaboration has partnered with Mercer University's health students to link mental health services to newly resettled refugees.

Recently, Brian McKeon, Deputy Secretary of State, and Nancy Izzo-Jackson, Senior Bureau Official at the Bureau of Population, Refugees and Migration (PRM) along with Holly Herrera, Program Officer for Domestic Resettlement at PRM, visited Atlanta to learn and discuss how CCA and the Coalition work collaboratively to welcome refugees. They also expressed their desire to learn directly from resettlement agencies, community stakeholders, and former refugees on how the State Department can better support newcomers and the communities that support them – all in efforts to honor the President's commitment to rebuild the United States' refugee program. McKeon and Izzo-Jackson both took a moment to express their gratitude and lent their support to the work that CCA does for refugees.

Izzo-Jackson and Herrera witnessed a family reunification at the Hartsfield Jackson Airport putting a face to the statistics of refugee migration. They brought flowers and a very warm welcome to the newly united mother and daughter travelling directly from Ecuador, but who were both born in Columbia.

STRATEGIC SOCIAL MEDIA CAMPAIGN: GIVING TUESDAY FOR ST. JOSEPH'S PLACE

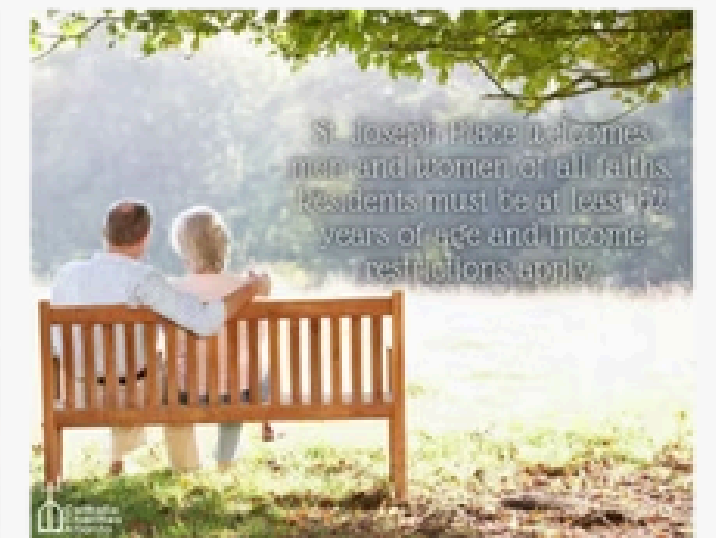
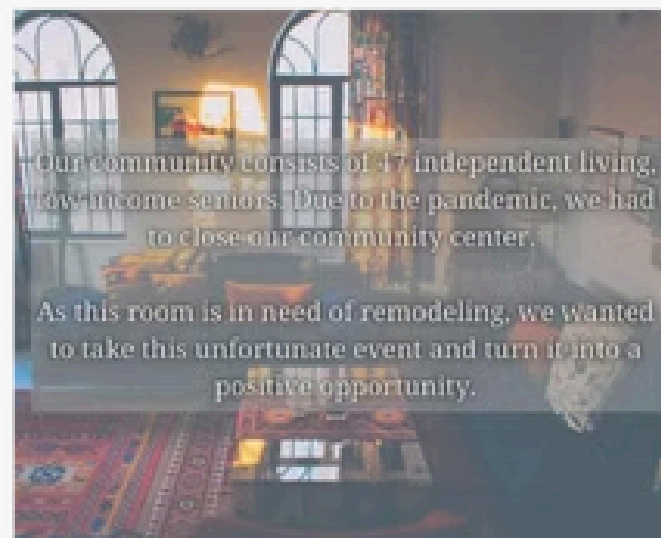
Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)

Led the development and execution of a targeted Giving Tuesday social media campaign to increase visibility, engagement, and donations for St. Joseph's Place.

KEY HIGHLIGHTS:

- **Campaign Planning & Execution:** Designed a 24-hour social media campaign on Facebook, posting hourly content to maximize engagement and maintain consistent visibility throughout the day. This campaign was tailored to client specifications and executed without a dedicated budget.
- **Content Development & Brand Alignment:** Crafted impactful posts with carefully selected hashtags to amplify reach and drive engagement (#GivingTuesday, #iGiveCatholic, #GAGivesDay, among others). Ensured all messaging aligned with the organization's mission and broader goals, using a newly created Facebook page for campaign-specific activities.
- **Audience Targeting & Collaboration:** Leveraged key partnerships by tagging prominent organizations such as @CathMediaAssoc, @GoodDayAtlanta, and @USCCB to expand the campaign's reach and connect with a larger audience base.
- **Donation Facilitation:** Promoted a centralized donation link via every post to streamline contributions, simplifying the user experience and increasing the likelihood of conversions.

DIGITAL CONTENT:



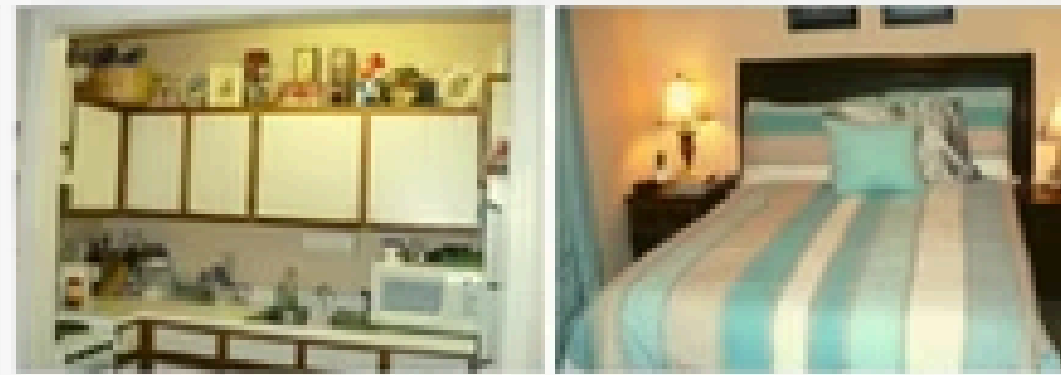
GIVING TUESDAY FOR ST. JOSEPH'S PLACE

DIGITAL CONTENT:

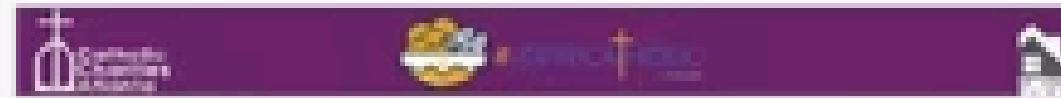


#giveCatholic

\$1,500 WOULD PROVIDE NEW CABINETS




At St. Joseph Place, each unit comes equipped with an efficient, fully equipped kitchen, full bath, separate bedroom, and living area.

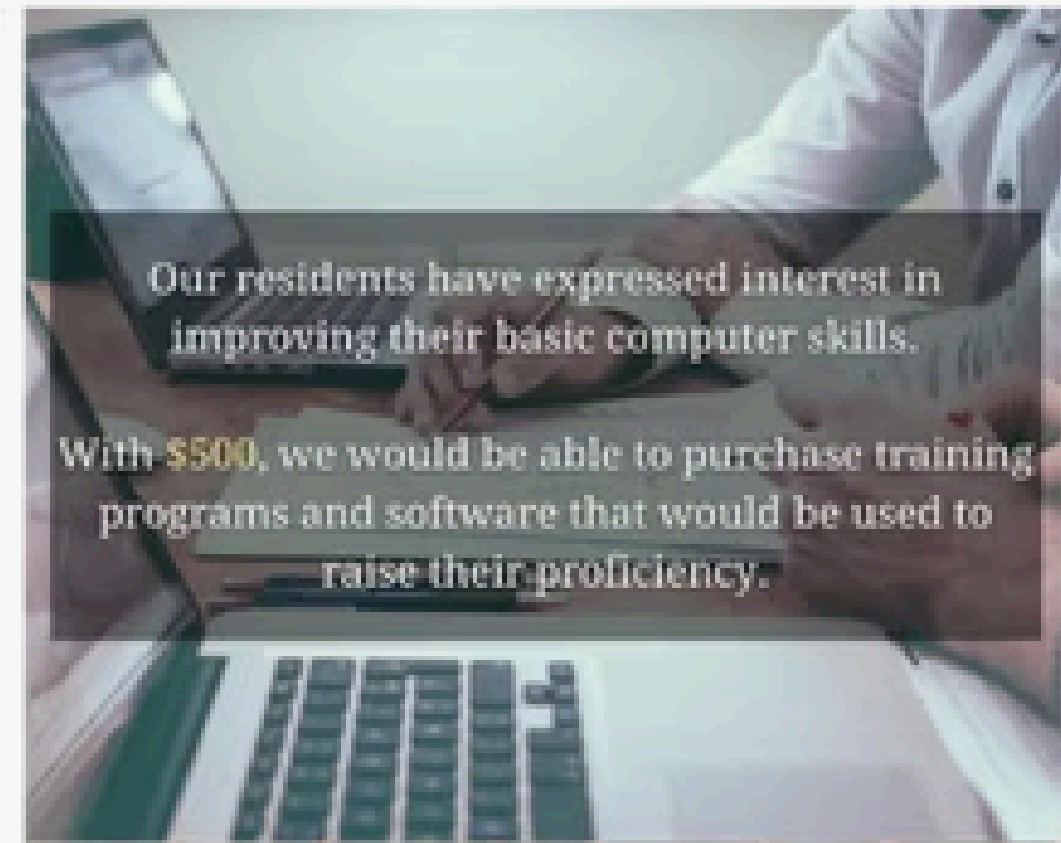
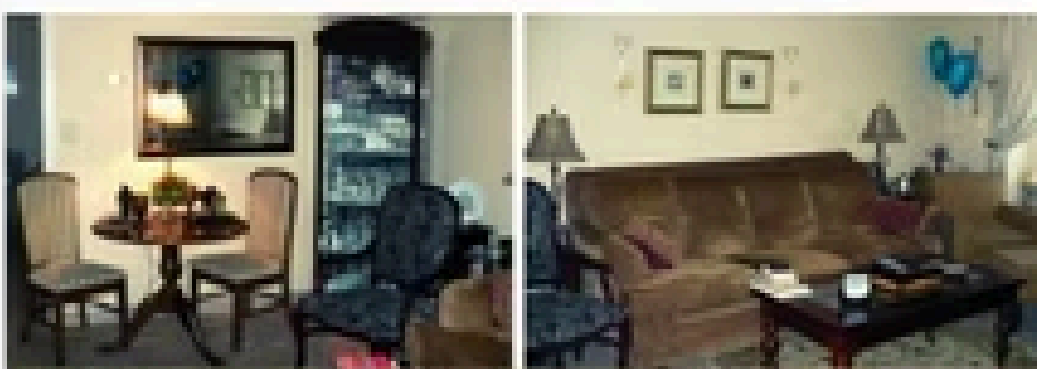


TOPIC RESIDENTS WANT:

EXERCISE CLASSES OPPORTUNITIES



Our apartment homes feature wall-to-wall carpeting, window blinds, and individual heating/air conditioning control, smoke detector and hook up for cable television.



Our residents have expressed interest in improving their basic computer skills. With \$500, we would be able to purchase training programs and software that would be used to raise their proficiency.



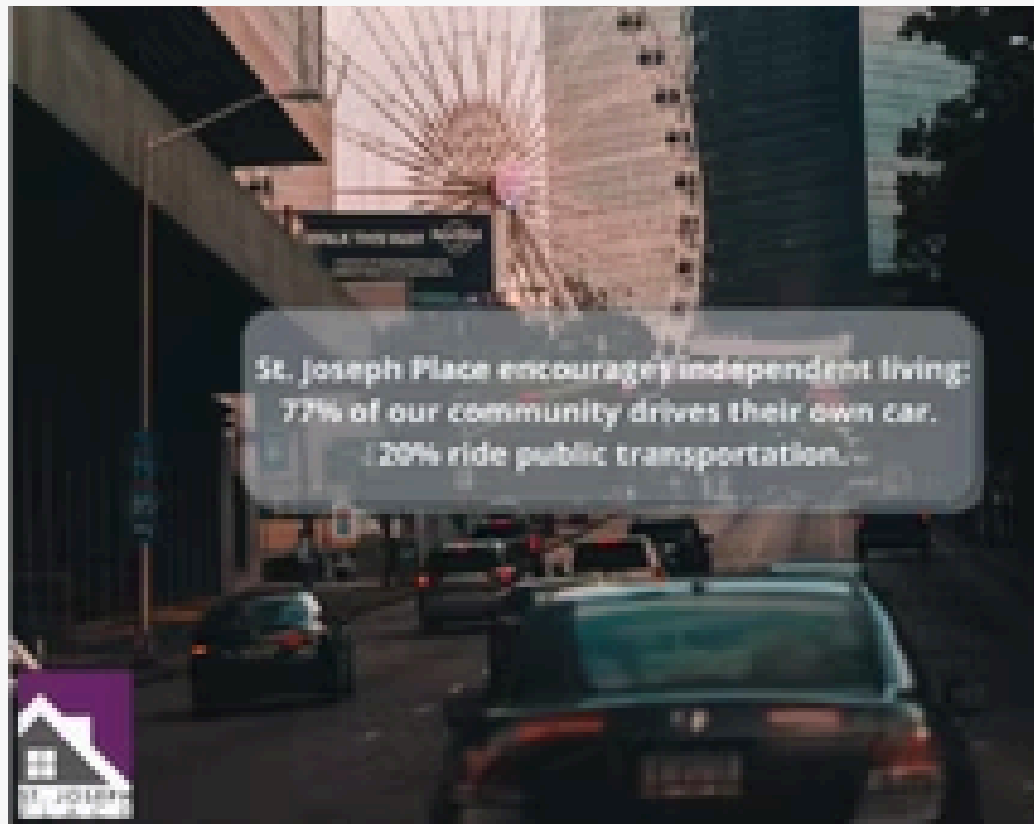
A separate building on our property houses a furnished community room, information center, coin-operated laundry facilities, and a management office.

This community room is what we are raising money for today!




GIVING TUESDAY FOR ST. JOSEPH'S PLACE

DIGITAL CONTENT:




St. Joseph Place encourages independent living:
77% of our community drives their own car.
20% ride public transportation.




Help us replace the community room appliances with newer models.

Like this Stainless Steel Refrigerator with ice maker for \$1,200.



The average age of our community residents is 64 years old; the average length of residence currently sits at 7 years.



Help St. Joseph Place update their game shelf for community nights of Bingo, Trivia, Scrabble, and more!



St. Joseph's Place welcomes volunteers to spend time with our community. Although becoming involved is more difficult in this current time, if you are interested, please reach out to Christie Crane at: ccrane@ccatlanta.org or 404-920-7785 for more information.




Thank you so much for joining us in our first participation in Giving Tuesday.



We appreciate all of your donations and prayers as we look forward to the holidays.


GIVING TUESDAY FOR ST. JOSEPH'S PLACE

DIGITAL CONTENT:




We are officially halfway through this Day of Giving. We want to thank you for your new and continued support.

If you are unable to support St. Joseph's Place monetarily, consider volunteering; we always welcome a heartfelt note! Please reach out to Christa Crane, Manager of Volunteer Resources, at csamedications@stj.org or 404-900-7795 and make someone's day!



With \$2,000, We could create a library nook full of endless adventures!

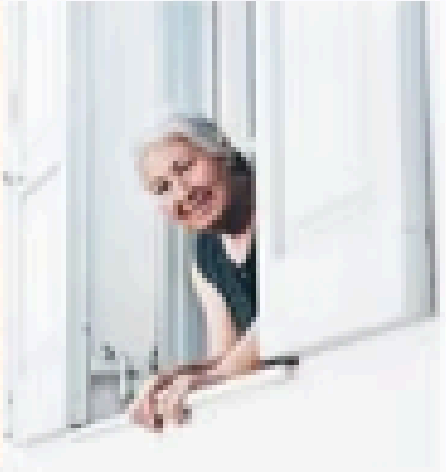

...




Our community is nestled in a peaceful, wooded area that provides us with peace and tranquility.



For \$600, the Community Room would have a full paint refresh!



95% of our residents rate their quality of life as being good or very good with 2% rating it excellent.



\$1,200

Would help us remodel the Kitchen area in our Community room.



STRATEGIC SOCIAL MEDIA CAMPAIGN: GIVING TUESDAY FOR CCA

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)



 **Catholic Charities Atlanta**

Catholic Charities Atlanta helps the most vulnerable and at-risk; more than 12,000 of your neighbors last year alone.

People battered by homelessness and job loss.

Strained by a lack of resources and education.


This year on #GivingTuesday there are **two** ways to offer the gift of *help & hope*.

GA GIVES
#GIVINGTUESDAY 

#iGIVECATHOLIC
#GIVINGTUESDAY

ONE-PAGE PROGRAM FLYER SAMPLE


Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)




providing help **CREATING HOPE**
creating hope
PROVIDING HELP **CREATING HOPE**
providing help

Catholic Charities Atlanta provides supportive services that enable families to overcome barriers and achieve self-sufficiency.

VOLUNTEER RESOURCES



Mission Statement - Catholic Charities Atlanta Volunteer Resources
Volunteers are essential for CCA to accomplish our mission. They bring unique experiences and skills that augment the work of our staff and serve our clients. Volunteers are critical advocates for our mission in the community; they influence others to serve and support us. We are a better organization because we involve volunteers.



Faith | Family | Excellence

Mission Statement - Catholic Schools in the Archdiocese of Atlanta
Our schools are committed to providing an excellent education in an environment of spiritual, intellectual, physical, and moral formation in accordance with the teachings of the Roman Catholic Church. The Catholic Schools in the Archdiocese of Atlanta serve a vital role in the educational ministry of the Church.

CURRENT PARTNERSHIPS

Each year, Catholic schools participate in activities that help CCA serve their mission and clients by:

- Volunteering with the Christmas Connections program and other CCA hosted events
- Engaging in Service Projects, such as creating activity and food bags
- Collecting gift cards for groceries

www.catholiccharitiesatlanta.org

Schools also conduct drives, often times multiple ones, throughout the year for specific items for our clients. This includes but is not limited to: snack bags for the After School Program; backpacks; toys; books; coats; household items; and warm accessories.

Below is a list of specific items collected:

FY 20 CATHOLIC SCHOOL DONATIONS TO CCA		
School	Items	Number/Amount
Blessed Trinity	Backpacks and school supplies	39
Our Lady of the Assumption	Activity kits (whiteboard, markers, flashcards, colored pencils)	136
Immaculate Heart of Mary	Toys	125+
Our Lady of Mercy	Blankets, hygiene products, socks, gloves	98
Notre Dame Academy	Socks, gloves, hats	100+
Notre Dame Academy	Clothing for two refugee families	40+
Our Lady of Victory	Gloves, scarves, children's coats	50
St. Jude	Boxes of popcorn & granola bars	70
St. Jude (girls volleyball)	Food baskets (canned & boxed items)	29
St. Pius	Snack bags (2 snacks & a drink)	40

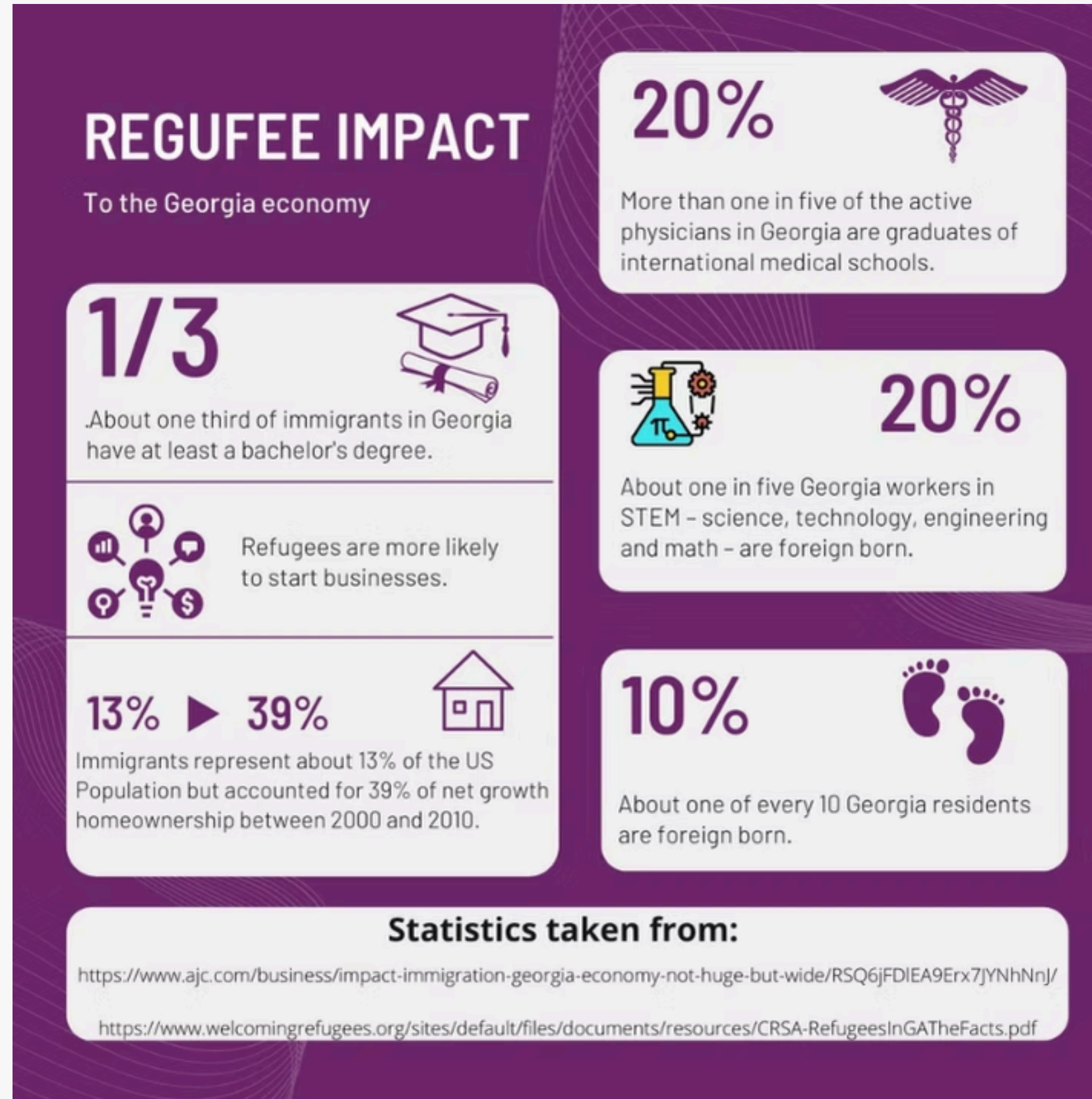
NEW PARTNERSHIP OPPORTUNITIES

1. Host additional in-kind drive for CCA clients, such as:
 - a. "Welcome Home" supplies for refugee families and seniors
 - b. "Spring Cleaning" supplies
 - c. Children's books and English dictionaries
 - d. Chest of Drawers for families filled with clothing for children
 - e. Laundry supplies for seniors
2. Participate in a refugee mock camp
3. Participate in Scotts Run by hosting school run and posting pictures
4. Assist with service projects, such as:
 - a. Easter baskets for children
 - b. Welcome Home Packages for our Refugee families
 - c. Wreaths for doors for seniors at St. Joseph Place
5. Host a guest speaker from CCA (i.e. plight of refugees, immigrants, veterans)
6. For Catholic Schools Week, nominate a teacher from each school who receives 2 free tickets to our Soiree (or other event)
7. Brainstorm with Volunteer Resources team on how to get involved!

www.catholiccharitiesatlanta.org

INFOGRAPHIC SAMPLE:

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)



MAIN PAGE: PEER-TO-PEER FUNDRAISING LANDING PAGE

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)

Immigration
Legal Services

Refugee
Resettlement Services

Family Stabilization
Services

NEWSLETTER SAMPLE

Engagement Marketing Manager, Catholic Charities Atlanta (Non-Profit)



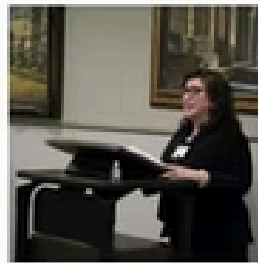
May 2021

In this issue...PC Virtual Wine Tasting, the Leadership Graduates PC Family Members, Soiree and a November Event

A note from our CEO, Vanessa Russell

[Please click here to view the video.](#)

Prayers for good health,



Your Gifts At Work

2021 CCA Soirée: Thank you for funding our new AI Mental Health Application.

The 2021 CCA Soirée: At Home Edition was broadcasted this year via YouTube from the Encyclomedia Studio in Atlanta. Vanessa joined by MC Russ Spencer and auctioneer Seth Weiner broadcasted live to raise funds to support our mission. Thank you for opening your homes to gather with friends and share the mission of the work we do here at CCA. We exceeded our goal for the evening including \$15,000 for our new Artificial Intelligence (AI) mental health coping skills application. Monita Holman, Director of Family Stabilization Services, shared, "The new AI technology allows individuals to stay anonymous but still get the help they need. It guides you along a path to resources. We are one of 5 Catholic Charities organizations across the country to pilot this new application. We are very excited to be able to bring these resources to Georgians."



Pictured: Mike Dowdle (CCA Board Vice Chair) and his wife, Chmaine, entertained from their home during CCA Soiree: At Home Edition.

Supporter Spotlight



The CCA Leadership Class, in its 10th year, graduated 32 active Catholic business leaders on March 24th. This 9 month experience, anchored around the 7 pillars of servant leadership, allowed these honorees to grow spiritually and professionally as servant leaders through education events, service opportunities, networking, mentoring and stewardship with CCA.

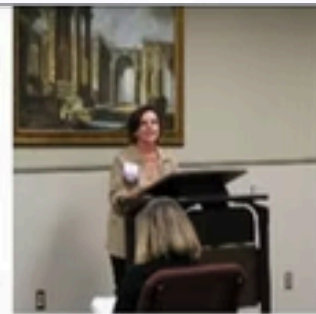
We are pleased to congratulate PC Supporter—Mike Guynn on this accomplishment as well as Katie Johnson (daughter of PC Supporters Neil and Carolyn Johnson), John Nichols (son of PC Supporters Jack and Jane Nichols) and Tim Scollo (son of PC Supporters Joe and Sue Scollo).

Many make this class a memorable experience. A special thank you to PC

Members **Barry McCarthy, Bill Spalding** and **Vanessa Russell** for anchoring the Executive Panel Discussion on Growth and Vision. It was a memorable experience for all class members. Also, thank you to PC Members **Lisa and Ken**

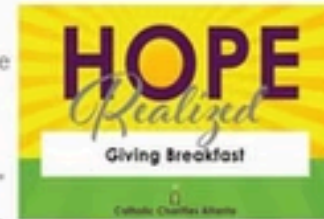
Menendez for sharing a personal reflection with this year's class and the CCLC experience would not be complete without the strong mentorship relationship from prior class members to current members - many of whom are in our PC Family. Thank you, to our 2020-21 PC mentors: **Xavier Balderas, Bryan Harrison, Ken Menendez, Steven Russell and Joe Scollo.**

[Click here to hear why Tim Scollo joined this year's class.](#)



If you know of a Catholic professional who would like to walk this journey of servant leadership or if you would like to consider mentoring a class member, please contact Lisa McLean at emclean@ccatlanta.org or Jacqueline Walker at jwalker@ccatlanta.org for assistance with the nomination process.

CCA is hosting a virtual giving breakfast on Tuesday, May 11th from 8:30-9:00 AM to introduce friends and family to our mission and work. A heartfelt thank you to the following PC Members who have volunteered to serve as "table captains" and invite others to attend the virtual event: **Steve**



Crim, Robert Laarhoven, Lisa Menendez, John Riordan, Dave Markert, Lori Clos-Fisher, Keith Donnelly, Mike Flanagan, and Cricket Harrison. To learn more about this year's Hope Realized Virtual Giving Breakfast, contact Pauline Battaglia at pbattaglia@ccatlanta.org

Here is a beautiful display of the newest baby afghan's created by Elizabeth Etoll. Elizabeth's heart for CCA and her talented handiwork continue to provide warmth and comfort to babies of families in our parenting program...we are thankful to Elizabeth for sharing her special gifts with CCA!



PC Virtual Wine Tasting - What a great time!



We had a great time together virtually on Wednesday, March 31st for our first ever PC virtual wine tasting via Zoom! 32 couples joined CEO Vanessa Russel and her husband, Steven along with sommelier Sherri Bowen from Chateau Montelena Winery in Napa Valley. It was a fun evening of wine tasting, education and fellowship. We were also blessed with a surprise visit from Fr. Kevin Peek. For those who couldn't make it – we hope to see you at our next President's Circle Social event in November – save the date info below.

Save The Date - November 4th, 2021

All President Circle couples will be invited to a special evening event of fellowship and gratitude on Thursday, November 4th, 2021. Please, mark your calendars now and stay tuned. Details will be coming soon in the next President's Circle Newsletter.

Click here to view our new whiteboard animation piece about the services your gifts provide: <https://vimeo.com/542777702/7284e5bc28>

Ways to Get Involved:

- Become a virtual mentor for a Refugee teenager for a year
- Virtually tutor 3rd graders for a school year
Contact Christie Crane at crcrane@ccatlanta.org
- Invite friends to a virtual fundraising breakfast on May 11th
Contact Pauline Battaglia at pbattaglia@ccatlanta.org



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VIDEO MARKETING CAMPAIGNS

Attorney messaging & Client Testimonials

Project Manager at Crisp Video Group

As a Marketing Project Manager, I ensured the success of client campaigns by seamlessly aligning creative vision with strategic execution. Each project was treated as a comprehensive marketing campaign, with a focus on delivering impactful, high-quality results that exceeded client expectations.

KEY HIGHLIGHTS:

- **Campaign Strategy & Execution:** Collaborated with clients to translate their visions into tailored marketing strategies, utilizing detailed production booklets and storyboards to guide project alignment and ensure on-time, on-brand deliverables.
- **Content Quality Assurance:** Managed ongoing video marketing campaigns, conducting thorough reviews of edits to maintain content quality and ensure alignment with campaign goals, resulting in repeat business and long-term partnerships.
- **Client-Centric Collaboration:** Led weekly creative meetings with clients and cinematographers to foster collaboration, streamline communication, and align creative direction for cohesive campaign execution.
- **Revenue Growth & Retention:** Boosted revenue and client retention through strategic upselling techniques, effectively showcasing the value of premium upgrades and add-ons to enhance service offerings.
- **Operational Efficiency:** Maintained meticulous records of client interactions, campaign specifications, and project progress to facilitate cross-functional collaboration and ensure seamless campaign delivery.
- **Process Optimization:** Identified and implemented process improvements to enhance efficiency, elevate the client experience, and drive satisfaction, fostering repeat business and loyalty.

VIDEO EXAMPLES:

JASON A. KORNER

WILLIAM LANE

BRYAN
MUSGRAVE

TOM
SCHIMMERLING

SHEAN WILLIAMS

CORRESPONDENCE ASSESSMENT EXAMPLES:

Project Manager at Crisp Video Group

Below are real-life samples of situations and clients' emails. I was asked to draft my ideal response.

1. When telling the client that 10 interviews are too many for a standard 8-hour shoot, and with no previous sign of discontent, he responded with the following: "Additionally, the 8 hour time restriction was set by you. I feel like I'm getting excuses before the shoot even starts. I don't care if you take 15 hours. You're the ones trying to squeeze everything into eight hours. FYI expect the shoot to look like your others. That's why I chose you and am paying \$50k plus! As you can tell I'm a little upset."

1. [Client Name], I understand your frustration that your investment will not be used to its full potential; you chose Crisp Video because you admired the content we have produced and you want to ensure you get the same treatment. Your utmost satisfaction is my highest goal. It is our policy to restrict the shoot duration to 8 hours, so that our team and your associates will not be overworked or strained and we have experience in efficiently obtaining the necessary shots within that time frame. Our team has fully dedicated ourselves to your video and we have planned out every second of footage real-estate to achieve your vision.

1. REASONING: While I do not know Crisp's actual policies, I feel that the 8hr restriction is realistic and should be illustrated to the client why pushing for a 15hr shoot is unrealistic. At the same time, I do not want to diminish the client's feelings of frustration as he is understandably putting a lot of faith into the team to produce a great video. I want to make sure he understands that I am listening to him and while we aren't going to "give in", it is not because we don't care but rather that we know our model works.

2. Dan is an attorney in Texas. For his shoot, a remote/freelance cinematographer was used to shoot the video --no team member from Crisp attended. However, please note that we treat remote/freelance cinematographers as arms of Crisp and as part of the team. This was the client's response after he was sent the first edit of the video: 1. " I mean, I can tell you I'm really unhappy with the job the cinematographer did now that I've seen it. He filmed me from a lot of really unflattering angles and just clearly didn't give me enough direction in general with what I needed to be doing with my face and hands. Like isn't it his job to tell me a shot doesn't look that great or we need a better soundbite somewhere? And considering your cinematographer took like 10 minutes with my second testimonial, I would've figured he must've been pretty pleased with the soundbites he got or otherwise he would keep at it. The video is put together pretty well, but clearly, he didn't do a good job at getting good footage and soundbites I'm really pretty furious about that. I would've done whatever he asked me to do, and he kept telling me the footage was good. But yeah, my wife is gonna leave me when she finds out that that's what 12k got me, I'm not even sure I'd even wanna use that video at all. I'm just getting myself more and more upset just thinking about it, so I'm just gonna stop typing...."

2. Thank you for your email, Dan. I understand your concerns; you want strong soundbites that will really impact your potential clients and I know exactly how an unflattering angle can make me feel. We are our own toughest critics. I am constantly worrying if I said the right thing and I take about a dozen selfies just to choose a single one. But please rest assured that we would never show our clients in an unflattering way; your satisfaction is my main priority. This video is a wise investment. Video Marketing is a necessity in today's market; it will help you improve search rankings and attract better cases. Trust in your decision to go with Crisp because you know we will work diligently to make sure you and your Law Firm are shown in the best light. Please feel free to call me to discuss this further; sometimes it's harder to express yourself fully in text and I want to be certain that your mind is fully at ease.

2. REASONING: Once again, I wanted to let the client know that I am listening to his concerns and I do care about what he is feeling. At the same time, I recognize that he is speaking from a place of insecurity and I wanted to reassure him that his perception of the situation is not the reality. I did not feel that mentioning the cinematographer in any way would be the right course of action, as the exercise instructed that he is treated as part of the Crisp team and a team stands united in all things. However, I would want to see the video myself as the concerns the client mentioned are consistent throughout his email and depending on the situation, it may require an additional response to review the cinematographer's method.

CORRESPONDENCE ASSESSMENT EXAMPLES:

Project Manager at Crisp Video Group

Below are real-life samples of situations and clients' emails. I was asked to draft my ideal response.

3. Paloma is the new marketing coordinator for a dental office in NY. She was not the originator of the contract and has been a difficult client ever since inception. Her feedback from edit 1 to edit 2 was completely incorporated. Upon sending her the second round of edits, she replied with the following email. Please keep in mind that the fixes we did (adding Dr. Ferranti laughing) was her idea from round 1 going into round 2; none of these edits were aforementioned in feedback round 1. Below is an excerpt from an email after the second round of edits:

1. "We are very disappointed in the quality of these videos. We expected greater things from Crisp Video, especially with it's known associations and portfolio. We will need a third round of edits from how disappointed we are."

2. "For the Invisalign Video, Dr. Ferranti Laughing in the beginning and then it just cuts into another shot is so incredibly awkward. It's not even a smooth transition with some relation to the following clip. My suggestions to use "some" of the footage from videos 00027, 28, 29, 30 was taken literally and that's the majority of the video. No artistic conceptualization and judgment was used on this. Some of the clips don't actually relate to what the DR is talking about at that particular moment in the video. They're not coordinated at all. The clip of Dr Ferranti with the patient at the end showing a model of the teeth really had nothing to do with anything. It was wasted time. However, In the Cerec video, you took the clip of Dr Ferranti's patient getting impressions with trays in her mouth and used it as DR Piton was stating that with the Cerec machine "no impressions are needed"...in what world does that make sense? That clip was not coordinated and was in the wrong video. It seems as though no one is actually paying attention when editing these videos. This is very disappointing for the amount of money we have contributed. For Invisalign, DR Ferranti looks very serious in every clip you use of her interview. I noticed in videos 00012 & 13 that she does smile a little and sounds less rigid. Maybe you guys could use parts of it. Please pay attention to the transitions between clips, they are not as smooth as they should be. We will also send you a "clin- check" video that shows the 3-D model of the teeth with them moving from A-Z throughout the Invisalign process for you to use."

3. Paloma, thank you for your feedback. I feel that there has been some miscommunication during this process that has caused your disappointment with the quality of the video we have submitted and I would like to take this time to assure you that your satisfaction is very important to me. I have notated every suggestion in your email and would like to schedule a time to speak with you at your earliest convenience to further clarify your requests. I will then itemize these in bullet points for you to confirm via email, to ensure I correctly understand your vision. With this additional step, I am confident that we will meet your expectations and deliver the quality content Crisp Video is known for.

3. REASONING: Knowing that Paloma is not the originator of the contract, I feel that her vision for the videos will naturally not line up with what was already discussed and therefore I would try to take careful consideration to align what she expects with the footage we have. I wanted to very badly include the below explanation: "For the specific example of Dr. Ferranti's obtaining impressions while Dr. Piton states "no impressions are needed", this was used to illustrate the convenience the patients would have at skipping this step in the procedure, rather than to illustrate the words of Dr. Piton directly. " But in my experience, an angry customer is not a listening customer. Furthermore, I feel knowing the situation a bit better myself would help diffuse the frustration the client is showing. Without seeing the actual content, it sounds like there might be legitimate errors made in the editing process of this video; were Dr. Ferranti and Dr. Piton supposed to have two separate videos? Did Paloma enter the contract at the time Edit 1 was sent out or was she there for the shoot? I also feel that we should have already been given the 3-D model clip and her suggesting its use at this stage in the game shows that the client's vision for what the video should express, is not at all confirmed. I am unfamiliar with how many edits a client is allowed to request but having Paloma agree to specific changes in writing will force her to commit to one finalized direction.

SOCIAL MEDIA MARKETING & CONTENT MANAGEMENT

Multiple YouTube Channels

Project Manager & Creative Director at MCNE STUDIOS

This position exemplified the power of strategic social media marketing and content management to build and sustain an engaged audience. By combining creative vision with data-driven strategies, the initiative achieved exceptional results in audience reach, engagement, and growth.

Comprehensive research was conducted to identify trending topics and craft compelling video themes tailored to the target audience. Responsibilities included scripting, directing filming sessions, and editing raw footage into polished episodes. These efforts were complemented by creating visually engaging thumbnails and leveraging audience data to refine content strategies, ensuring sustained viewer interest and platform growth.

A key focus was on digital marketing and social media management, utilizing performance analytics to inform future content planning and optimize campaigns. By scaling production efforts and streamlining workflows, the project consistently delivered high-quality content that aligned with the brand's objectives and resonated with its audience.

KEY HIGHLIGHTS:

- Designed and implemented creative **social media strategies**, driving significant audience engagement and platform growth.
- Directed the creation and editing of visually **engaging thumbnails**, enhancing click-through rates and channel performance.
- Conducted **data analysis** and audience metric reporting to refine content strategies and improve engagement outcomes.
- **Optimized workflows** to scale production, enhancing team efficiency and ensuring alignment with brand goals.
- Leveraged **trending insights** and platform analytics to craft compelling video themes and maximize reach.

VIDEO EXAMPLES:

<u>ICE CREAM CART</u> 5.4M VIEWS	<u>PINK KITCHEN</u> 3.1M VIEWS
<u>HOW IT'S MADE</u> 2.4M VIEWS	<u>SLEEPOVER</u> 813K VIEWS
<u>HIDE & SEEK</u> 587K VIEWS	<u>POOL PARTY</u> 416K VIEWS

SOCIAL MEDIA MARKETING & CONTENT MANAGEMENT

Multiple YouTube Channels

Project Manager & Creative Director at MCNE STUDIOS

SOCIAL MEDIA POSTS EXAMPLES:

Below are samples of the content I created for the social media accounts (FB, Twitter, IG) for multiple channels at MCNE Studios.



JOURNALISM SAMPLES

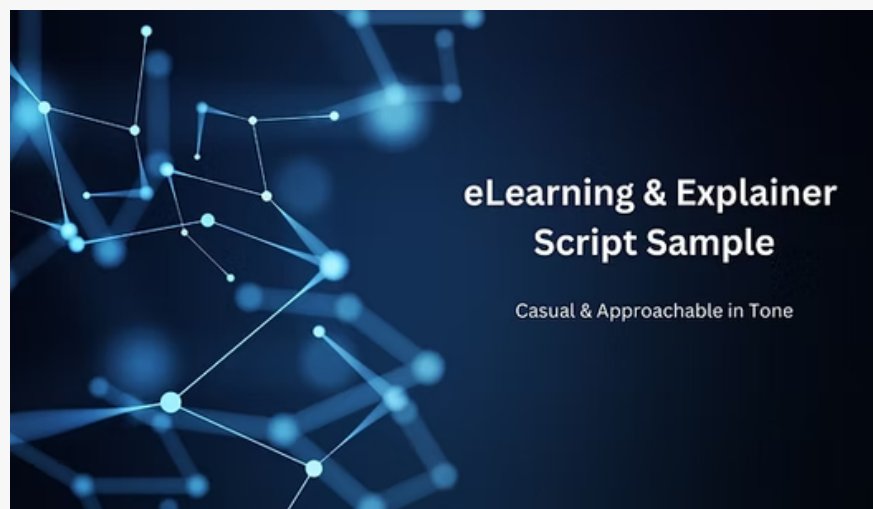
Non-Fiction Articles

Published over the course of my professional career

While my primary focus is on Marketing, crafting compelling articles has been essential for building meaningful connections with audiences. These journalism pieces highlight my ability to inform, engage, and inspire through clear and impactful communication. Below are a few examples of my work.

CLICK THE TITLES TO VIEW THE ARTICLES:

- [DEMOS: THE DIGITAL BUSINESS CARD](#)
 - [DISTINGUISHING A CAREER FROM A HOBBY](#)
 - [HOW YOU CAN HELP THE REFUGEES FROM AFGHANISTAN](#)
 - [REMEMBER: THE CLIENT COMES FIRST](#)
-



[CLICK TO VIEW VIDEO](#)

CASUAL EXPLAINER SAMPLE

Script Sample

Published September 8, 2020

This video sample highlights a casual and approachable style for eLearning and explainer content. It showcases my ability to craft engaging, relatable scripts while delivering a polished voiceover performance that enhances clarity and audience connection.

Written and Edited by Me

PROJECT MANAGEMENT PORTFOLIO

Case Studies With Results

Produced over the course of my professional career

Dive into my Project Management Portfolio, where I highlight a strong foundation in strategic planning, cross-functional collaboration, and delivering measurable results. With expertise in scheduling, resource allocation, and workflow optimization, I excel at driving projects from inception to completion while ensuring alignment with organizational goals and stakeholder expectations.

From software implementations to event coordination and multimedia production, my work reflects a seamless integration of technical proficiency and leadership. Whether managing complex initiatives, streamlining processes, or fostering team collaboration, I bring a focused and results-oriented approach to every project, delivering impactful solutions and exceeding client expectations.

[CLICK TO VIEW
PMP PORTFOLIO](#)

CREATIVE WRITING PORTFOLIO

Literary Samples

Produced over the course of my professional career

For a deeper dive into my work, visit my "Author" page to see how these stories align with my broader vision of storytelling and audience connection. With a foundation in both creative and strategic writing, I craft narratives that resonate with diverse audiences, whether through whimsical children's entertainment, heartfelt poetry, or compelling scripts.

My expertise lies in blending creativity with purpose, creating stories that not only engage but also inspire action. This portfolio showcases my versatility, spanning articles, skits, monologues, and books, each designed to captivate and connect. Drawing on skills honed in marketing and content development, I approach storytelling with a strategic mindset, ensuring every piece is both impactful and memorable.

[CLICK TO VIEW
CREATIVE WRITING PORTFOLIO](#)

WANT MORE?

[Visit my Content Creation Website](#) For additional samples of my work

THANK YOU

FOR YOUR TIME AND CONSIDERATION