



DREW AYOTTE

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PROFESSIONAL SUMMARY

Dynamic communications, marketing, and partnerships manager offering 10+ years of experience leading key growth initiatives within government agencies, nonprofits, corporations, and start-ups with a passion for social impact. Known as an expert in delivering creative & reliable marketing solutions and strategic initiatives that focus on partnership development and equitable engagement. Analytical, motivated, and hands-on with a proven progressive career reflecting strong leadership experience that builds and leads collaborative teams.

SKILLS

- Social Impact Communications
- Organizational Change
- Program Management
- Grant Writing
- Project Management
- Data & Equity Analytics
- Marketing
- Creative Direction
- Social Media Strategy

WORK HISTORY

OWNER

10/2022 to 03/2024

Seedling Innovations, LLC | Pittsburgh, PA

Seedling Innovations is a social impact marketing & communications firm that specializes in:

- Drafting written communications including press releases, op-eds, statements, blog posts, and other storytelling components
- Providing social media guidance including written copy, graphic editing, live-streaming assistance, and helping clients leverage their audience engagement
- Strategic guidance on campaign & business initiatives to help clients meet their goals
- All aspects of media relations including on-the-scene guidance and leadership
- Creative strategy to increase and elevate client brand
- Providing market research to analyze data, understand patterns, and stay ahead of trending topics and best practices

AP COMMUNICATIONS

10/2022 - 08/2023

- Built infrastructure and created the New Mexico Climate Experience campaign
- Developed a process for outreach to potential storytellers/interview subjects about the impacts of climate change in New Mexico
- Formed a comprehensive storybank and vetted individuals from highest-need areas throughout New Mexico

- Co-produced 'Climate Disruption NM' a short video series campaign that included attending community meetings, identifying interview subjects, and coordinating logistics both pre and post production
- Identified and hired diverse production crew to help with video components of campaign
- Co-authored op-eds, testimonials, and blog series with associated branding and distribution strategy

PUBLIC INFORMATION OFFICER

10/2021 to 10/2022

City Of Albuquerque - Parks & Recreation/Office Of Equity & Inclusion | Albuquerque, NM

- Created multi-media communications including press conferences/releases, media advisories, statements, and all aspects of public relations
- Created systems for monitoring and updating media coverage
- Maintained relationships with media personnel and acted as point-person for media requests
- Redesigned department website to keep accurate and up-to-date information
- Managed social media channels and aligned posts to include branding and trending ideas to expand and enhance user engagement
- Facilitated department-wide meetings to develop communications strategy for ongoing projects
- Developed innovative strategies to attract city residents to parks programs and enhance community engagement
- Launched city-wide tree planting campaign, helping the City of Albuquerque to become the first city to advance the Justice40 initiative
- Managed department-wide budget
- Produced internal and external communications for all department projects
- Fostered effective coordination with city department staff and authored monthly reports to Mayor's team
- Served as liaison between the public sector, city departments, and community groups to facilitate effective communication and collaboration
- Prepared and reviewed proposals, funding requests, and vendor contracts

COMMUNITY PARTNERSHIPS & ENGAGEMENT MANAGER

04/2019 to 04/2020

Meow Wolf, Inc. | Santa Fe, NM

- Developed and maintained strategic partnerships with local school municipalities, state and pueblo government agencies, artists, contractors, and national organizations, successfully negotiating and executing over \$635K in donations to nonprofit organizations across four major US cities
- Managed \$400K sponsorship & donation budget and created streamlined avenues for application, internal review board and investment opportunities
- Managed all aspects of grants, contracts, and contractor agreements including outgoing communications and budget administrative duties
- Built timelines for company outreach and social impact efforts and delivered reports to four department directors

- Developed marketing materials and delivered public speaking engagements on behalf of company
- Hired and managed outreach team to provide leadership in community conversations, engagement, program development and brand development
- Co-facilitated community listening sessions with up to 100 attendees, sharing company history as interactive, immersive art complex that grew to four national locations and earned 'Top 50 Most Innovative Companies' title by Fast Company Magazine
- Launched calendar of engagement activities for employees and hosted bi-weekly lunch & learns
- Participated in strategy development and planning to grow and advance campaigns

OUTREACH MANAGER

11/2017 to 04/2019

Meow Wolf, Inc. | Santa Fe, NM

- Co-managed and directed daily operations of art and community space for the public to participate in 170+ annual workshops, programs, and special events
- Developed community engagement strategies, driving 65%+ increase in company volunteer time within one year
- Partnered with local organizations to expand access to social and community services
- Creative Director for video series that successfully raised over \$250K in direct donations
- Created and maintained department budget of \$200K, strategically allocating resources through outgoing sponsorships, donations, and contracts
- Managed and worked closely with vendors to optimize resources and ensure cost-effective operations
- Initiated and facilitated a diverse, cross-departmental review committee for outgoing sponsorship requests

EDUCATION PROGRAM MANAGER

05/2016 to 08/2017

Planned Parenthood of the Rocky Mountains, Inc. | Santa Fe, NM

- Directly supervised education and outreach department staff to deliver scientifically accurate, evidence-based health curricula for use by 30+ schools
- Effectively administered diverse programs by delegating responsibilities, supervising staff, and overseeing day-to-day operations
- Provided monthly grant reports to state and federal agencies, managing \$115K in program budgets and grants
- Conducted weekly peer-education meetings and trainings to city-wide youth in the delivery of age-appropriate health education
- Presented at local and national conferences to represent agency affiliate
- Managed all contracts and grant deliverables for the New Mexico office
- Developed partnerships with businesses, schools, and local organizations to build awareness, increase support, and share resources for programs

COMMUNITY HEALTH EDUCATOR

11/2012 to 05/2016

Planned Parenthood of Greater Texas | Austin, TX

- Facilitated in-school education utilizing evidence-based and researched programs
- Provided teacher trainings for 46 health and science department staff across Austin school district
- Co-developed monthly corporate training for educators and health professionals that addressed various community issues
- Maintained federal and local grant data and produced quarterly reports
- Served as board member for Austin School District Health Advisory Committee
- Participated in health education research initiatives for developing and evaluating health education programs

EDUCATION

**Associate of Applied Science | CONTROLLED ENVIRONMENT
AGRICULTURE**

05/2023

Santa Fe Community College - School of Trades & Sustainability, Santa Fe, NM
Magna Cum Laude

Bachelor of Science | ATHLETIC TRAINING/BIOLOGY

05/2010

University of Southern Maine, Portland, ME

Dean's List 2006-2007, Advanced Research Asst., National Publication NATA 2008