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**Portfolio:** <https://mylisallc.com/portfolio>

## SUMMARY

Dedicated and results-driven professional with over 25 years of experience in the nonprofit sector. Skilled in grant writing, graphic design, and administrative management, with a proven ability to secure funding, create impactful visual content, and streamline organizational processes. Adept at balancing creativity with operational efficiency, offering exceptional organizational skills and a keen eye for detail. Proficient in leveraging technology to optimize workflows and enhance productivity. A passionate, resourceful team player committed to advancing organizational missions through innovative solutions and strategic planning.

## SOFTWARE PROFICIENCY

**Microsoft Office 365:** Word, Excel, PowerPoint, Outlook

**Adobe Creative Cloud:** Photoshop CC, Illustrator, InDesign

**Design Tools:** Canva

**Content Management Systems:** WordPress, Wix

**CRM and Project Management Tools:** Salesforce, Zoho, HubSpot

**Email Marketing Platforms:** Constant Contact, Zoho, iContact, Hootsuite

## PROFESSIONAL EXPERIENCE

**MyLisa LLC, Independent Contractor | January 2021 – Current**

Founder, Dynamic Business Associate

- Design, format, and distribute email eblasts tailored to specific audiences, ensuring alignment with organizational branding and messaging strategies.
- Design professional one-sheets and flyers to effectively communicate key messages, ensuring visually appealing layouts and compelling content for a variety of audiences
- Develop engaging content and layouts for newsletters and brochures, incorporating organizational updates, success stories, and calls to action. Manage distribution across print and digital channels to broaden impact.
- Create visually compelling and memorable logos tailored to the brand's style, values, and industry using advanced design tools and software.
- Provide clients with a comprehensive logo usage guide, including size, color, spacing, and placement specifications, to maintain consistency across all branding materials.
- Oversee the printing process, from initial concept to final output, ensuring that design specifications (such as colors, resolution, and paper types) are followed accurately.
- Identify funding opportunities, research eligibility criteria, and craft compelling grant proposals that align with organizational goals and funder priorities. Tailor narratives to highlight the impact and sustainability of proposed initiatives.
- Establish and oversee comprehensive grant calendars, ensuring timely submission of proposals, reports, and renewals.

## **UESF (Utility Emergency Services Fund), Philadelphia, PA | December 2015 – April 2025**

*Over the past 10 years at UESF, I have held various roles that have allowed me to grow professionally and expand my skill set. I began my journey as a Program Assistant for the Veterans Program, working full-time in the Philadelphia office. Shortly after, I transitioned into a Case Manager role and then advanced to a Housing Specialist position.*

*Recognizing my background in graphic design and eagerness to develop expertise in grant writing, I was trained for the Communications and Development position. With on-the-job training and a commitment to professional growth, I gained extensive knowledge and eventually became the Manager and sole staff member of this department, overseeing its operations and driving its success.*

*In 2020, this position transitioned to a fully remote role. In 2022, I relocated to Wisconsin for personal reasons but continued to work remotely, traveling to Philadelphia a few times a year to attend and support key events.*

### Development Manager

- Conduct thorough research to identify potential grants from foundations, government agencies, and corporate philanthropies aligned with UESF's mission and programs.
- Develop compelling grant proposals tailored to the specific requirements of each funding opportunity.
- Submit proposals promptly and track their progress in Salesforce.
- Cultivate relationships with grant funders and donors through regular communication, updates on UESF's progress, and acknowledgment of their contributions.
- Provide detailed reports on how their funding has been utilized and the impact it has made.
- Distribute press releases to an established media list, highlighting new initiatives and recently awarded grants to increase visibility and public awareness of our organization's progress and achievements.
- Use Salesforce to maintain a comprehensive record of submitted proposals, reports, and awarded funding, ensuring accuracy and accessibility for reporting purposes.
- Regularly update and expand the donor database with accurate contact information, donation history, and preferences.
- Segment donors based on various criteria for targeted communication and fundraising efforts.
- Facilitate monthly meetings with program directors to discuss grant opportunities, align strategies, and collaborate on future proposals.
- Prepare and present a detailed resource report at quarterly board meetings, highlighting fundraising activities, donor engagement, and financial status.

### Communications Manager

- Plan, design, and execute end-of-year donation campaigns utilizing various channels such as email, social media, direct mail, and events to engage donors and meet fundraising goals.
- Plan, coordinate, and execute caucus forums in collaboration with city council members, ensuring well-structured discussions that foster engagement, address community concerns, and strengthen relationships with local leadership.
- Assist with organizing and coordinating the annual Golf fundraising event with PECO (Philadelphia Electric Company) to raise money for MEAF (Matching Energy Assistance Fund).
- Plan and coordinate monthly outreach events to engage the community, raise awareness about UESF's programs, and attract potential donors and supporters.
- Develop and execute comprehensive marketing campaigns, including digital advertising, social media promotion, and traditional marketing methods, to increase visibility and support for UESF.
- Create promotional materials, event signage, and merchandise that align with UESF's branding guidelines.
- Maintain inventory of promotional products and coordinate distribution for events and campaigns.

- Update and maintain the UESF website with relevant content, news updates, and donation portals.
- Design engaging social media ads and e-blasts to attract donors, volunteers, and supporters.
- Develop interoffice communication materials, manuals, and flyers to ensure clear and consistent messaging across the organization.
- Assist in the creation, production and coordination of UESF's compelling mission video that effectively communicates the organization's purpose, values, and impact.  
<https://www.youtube.com/watch?v=herlLex5OR4&t=1s>
- Create visually appealing PowerPoint presentations for community meetings, donor pitches, and internal communication purposes.
- Undertook Office Manager responsibilities during absences, ensuring seamless operations by managing schedules, coordinating meetings, addressing administrative tasks, and maintaining productivity.

#### Housing Specialist, Veterans Program (SSVF)

- Identified gaps in existing procedures and implemented new strategies to improve effectiveness.
- Cultivated strong, positive relationships with landlords and property managers to secure housing opportunities for participants.
- Established and maintained a database of landlords and property managers to facilitate housing placements for participants.
- Planned and executed an annual appreciation luncheon to express gratitude to landlords and property managers for their support.
- Developed informational materials and resources to support program objectives and communicate effectively with participants and stakeholders.
- Provided personalized assistance to homeless or at-risk-of-homelessness veteran participants in locating suitable and affordable housing options.
- Conducted regular inspections of properties to ensure compliance with program standards and regulations.
- Guided veteran participants through lease agreements, ensuring they understand their rights and responsibilities before signing.
- Managed paperwork and documentation required for program enrollment and housing placements, ensuring accuracy and completeness.
- Connected veteran participants with additional support services and resources to address their needs beyond housing.
- Received specialized training in Trauma-Informed Care techniques to effectively communicate and support vulnerable individuals and families.

#### **EDUCATION**

##### **DCCC (Delaware County Community College)**

**Graduated:** 2007 / High Honors

A.A.S Graphic Design

#### **VOLUNTEER EXPERIENCE**

##### **MILWAUKEE RESCUE MISSION – Milwaukee, WI**

- Dinner Server (Apr 2025 – Current)

Provide dinner service to the residents of the Milwaukee Rescue Mission, offering nourishment and support to those in need.

#### **MUTTLAN MEADOWS – Grafton, WI**

##### **- Board Member (Feb 2025 – Current)**

Collaborate with the fundraising committee to plan and execute fundraising events while leading the design and development of the quarterly newsletter to engage and inform stakeholders.

#### **HAUS OF PEACE – Watertown, WI**

##### **- President of Advisory Board (Oct 2024 – Current)**

Assist with grant writing, design, and development of the quarterly newsletter and marketing materials, and coordinate and manage all aspects of advisory board meetings.

#### **NEW LIFE CHURCH – Grafton, WI**

##### **- Kids Ministry – Grafton Campus (Sept 2023 – Current)**

Assist in the children's ministry at church by leading activities and fostering a nurturing environment where kids can grow in their faith and understanding of God's love.

#### **REFERENCES**

Ginger Sims-Riley  
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Operations Director  
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