



JOHN CARPENTER

COMMUNICATIONS PROFESSIONAL

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EXPERTISE

MEDIA RELATIONS
SPEECH WRITING
GRANT WRITING
DONOR RELATIONS
EMPLOYEE COMMUNICATIONS
ISSUES MANAGEMENT
PROGRAM MANAGEMENT

EDUCATION

B.A. MASS COMMUNICATIONS
LOUISIANA STATE UNIVERSITY

AFFILIATIONS AND HONORS

Member, *Baton Rouge Area Chamber Leadership Class*

Member, *Pew Civic Entrepreneurship Leadership Initiative*

Past-President, *Mid City Merchants*
Chair, *St. James Episcopal Church Outreach Committee*

EXPERIENCE

COMMUNICATIONS/PUBLIC RELATIONS

ClearPoint Advisors - Principal
Baton Rouge, LA, 2018 - Present

- Provide strategic communications counsel to nonprofits, governmental entities, corporations and grassroots networks, specializing in issues advocacy, management of public education campaigns and social media marketing.
- Provide clients with a full suite of communications strategies and approaches, including media relations, speech writing, media training, and internal and external communications.
- Deliver program management services, including program evaluations, bench marking, best practices research and impact assessment.
- Provide governmental affairs services to help clients advance their mission with policy makers and key stakeholders.
- Manage multi-stakeholder public outreach and engagement, including identifying and activating social media and grassroots networks to build support and advance client priorities.

Franklin Associates - Communications Counsel
Baton Rouge, LA, 2017 - 2018

- Provided strategic communications counsel to governmental, corporate and nonprofit clients.
- Developed communications strategies for multiple statewide high-profile public education campaigns, including LA SAFE, Louisiana's multi-parish coastal resiliency plan.
- Managed all communication needs of clients, including developing media releases, newsletters, web content, talking points and editorial commentary.
- Executed agency governmental affairs engagements, meeting with elected officials to educate them about client priorities.

COMMUNICATIONS/PROGRAM MANAGEMENT

Baton Rouge Area Foundation - Director of Donor Services
Baton Rouge, LA, 2013 - 2016

- Managed staff of five to oversee the charitable funds of donors totaling over \$700 million.
- Primary relationship manager of high net worth donors, working closely with them to develop personalized philanthropic strategies for their charitable funds.
- Managed annual membership campaign, developing direct mail and web-based content to raise an average of \$1 million annually.
- Managed annual donor events, including the Foundation's Annual Meeting and Founders Forum Dinner.
- Served as executive producer of Foundation's 50th anniversary documentary, which highlighted the organization's contributions to the community.
- Media representative and spokesperson for Foundation's charitable giving, including television, radio and print.

EXPERIENCE *CONTINUED*

Center for Planning Excellence – Policy Director

Baton Rouge, LA, 2012

- Provided strategic counsel to department heads to ensure integrated communications approaches across all program areas.
- Wrote speeches and talking points for CEO.
- Developed policy papers on community development, transportation and housing to educate policy makers about sustainable growth.
- Managed the organization's neighborhood-based planning initiative, including organizing community outreach events and meeting with key stakeholders.
- Staffed resource development and engagement with national funders to support organization programs.

AARP Foundation – Program Officer

Washington, DC, 2011

- Served as liaison to external organizations to position the Foundation as a leading corporate funder of housing and community development initiatives.
- Coordinated Foundation strategies within AARP to deepen impact and leverage opportunities across the enterprise.
- Managed development of detailed business plans to guide investments that included grants, Program Related Investments and marketing partnerships.

Fannie Mae / Fannie Mae Foundation – Regional Director / Program Officer

Washington, DC / Dallas, TX, 2001 – 2011

- Managed cross-functionally with Fannie Mae business units to develop and deploy a \$40 million grants portfolio aligned with company goals and strategic priorities.
- Cultivated and directed grant partnerships across the seven-state Southwest region with nonprofits and intermediaries to advance Foundation's strategic giving in support of affordable housing and community development.
- Managed relationships with leading national nonprofit organizations to coordinate impact investing strategies, including managing the messaging and logistics for "Bringing Hope Home," a national consumer education campaign using celebrity talent to promote foreclosure prevention resources.
- Managed employee and volunteer teams at outreach events to homeowners at-risk of foreclosure, including large, multi-day foreclosure prevention events held across the country attended by 75,000+ consumers.
- Led the on the ground response to Hurricanes Katrina and Rita, working in coordination with colleagues across the Foundation to identify high lever opportunities to impact recovery and rebuilding on the Gulf Coast.

ABOUT JOHN

I am a veteran communications professional with two decades of experience in media relations, resource development and program management.

As the Principal of ClearPoint Advisors, I provide strategic communications counsel to nonprofits, governmental entities, corporations and grassroots networks. ClearPoint Advisors specializes in issues advocacy, management of public education campaigns and social media marketing. We offer a full-range of services, including media relations, brand-oriented content development, grant writing, and program management and evaluation.

I have held management positions with community-based organizations, regional nonprofit organizations, foundations, private consultancies and a Fortune 50 company. I have served in strategic communication counsel roles with

Franklin Associates, the Center for Planning Excellence and the AARP Foundation.

I have deep program management and development experience, serving in Director and Program Officer roles with the Baton Rouge Area Foundation, the Fannie Mae Foundation and with Fannie Mae's Office of Community and Charitable Giving. In these roles, I managed staff, developed and supervised program implementation, and served in client and donor relations roles.

In every role—to every client engagement—I bring my commitment to integrity, transparency and accountability. In a world where the noise that is generated from an ever-increasing number of communication platforms can seem overwhelming, I believe clear, concise and honest communication remains a tool of immense and enduring power.