Dorcas Crumbley - Curriculum Vitae

Professional Summary

Visionary and results-driven executive with over 20 years of progressive leadership in strategic operations, public relations, customer experience, and organizational development. Demonstrated excellence in leading multi-functional teams across sectors including healthcare, hospitality, nonprofit, and government services, with a proven ability to enhance stakeholder satisfaction, implement process improvements, and drive growth. Passionate about service excellence, community engagement, and advancing patient-centered care initiatives through collaborative leadership and evidence-based strategies.

# Core Competencies

Executive Leadership & Strategic Direction  
Patient & Customer Experience Strategy  
Public Relations & Stakeholder Communications  
Process Improvement & Data-Driven Planning  
Project & Change Management  
Training, Mentoring & Organizational Development  
Performance Metrics & Data Analysis  
Community Engagement & Fund Development  
Board Development & Cross-Functional Collaboration  
Grant Writing & Capital Campaigns

# Professional Experience

## Essential Catering Solutions, Inc. | Co-Founder & Principal Executive

* Lakeland, FL | 2017 – Present
* Spearheaded financial growth to over $1.5 million in total revenue and consistently yielded 20% net profit annually.
* Founded and directed a group of food service, venue, catering, and consulting enterprises.
* Directed service standards, staff training, contract negotiations, and vendor management.
* Oversaw branding and marketing strategies to drive customer acquisition and satisfaction.

## Daily Huddle Café | Principal

* Polk County Courthouse | 2019 – Present
* Led daily operations emphasizing service excellence.
* Developed employee service training and achieved high customer satisfaction ratings.

## Black Swan Venue | Principal

* Lakeland, FL | 2023 – Present
* Managed a 150-seat premier venue for corporate and private events.
* Developed community-focused service models and led marketing and operations.

## Lakeland Regional Health | Department of Health, Polk County ESF Emergency Management & Public Relations Consultant (Prior Roles)

* Created a collaborative framework to ensure patient care was first and foremost focus of emergency planning
* Worked closely with hospital leadership to ensure effective communication and coordination during emergencies.
* Collaborated with other departments and external agencies to enhance preparedness and response capabilities.
* Established communications necessary to coordinate Federal public health, medical, and veterinary medical assistance effectively
* Led communication initiatives during crisis response operations to ensure patient and staff safety
* Collaborated with emergency teams and city officials to streamline emergency response operations.
* Secured over $1M in emergency preparedness funding through grant initiative.

## Program Coordinator, Public Relations, Volunteer Coordinator & Grant Writer – Lakeland Police Athletic League

* City of Lakeland | 2011 – 2014
* Enhanced the PAL’s public image, building community relationships, and managing volunteers to support PAL programs and events
* Designed program policies and led PR campaigns.
* Managed 12 programs and increased donor funding by 45%.

## President & Director of Planned Giving – Sacrod Productions & The Crumbley Foundation

* Lakeland, FL | 2008 – Present
* Raised over $1M in donations through campaigns and donor engagement.
* Produced large-scale community events and managed stakeholder collaborations.

## Young Adult Ministry Coordinator – Christ Community Christian Center Church

* Lakeland, FL | 2005 – 2014
* Increased giving campaigns by 150% and led outreach programs, more than doubling annual budget and operational revenue.
* Directed youth development and operations.

# Education

* Master of Arts, Human Resources Management – Webster University, Lakeland, FL, 2017
* Master of Arts, Management & Organizational Leadership – Webster University, Lakeland, FL, 2017
* Bachelor of Arts, Mass Communications – Broadcast Journalism – Florida Southern College, Lakeland, FL, 2004
* Project Management Professional Certification

# Professional Development & Certifications

* IS-100HCB, IS-200.a, IS-242, IS-700, IS-800
* ICS-300 & Advanced Public Information Officer
* All Hazards Safety Officer – State of Florida
* Certified Executive Director – Police Athletics League
* Public Health Preparedness, Basic Epidemiology
* Willing to Obtain: CPXP (Certified Patient Experience Professional)

# Awards & Accolades

* "She Knows Where She's Going" Award Finalist – Girls Inc.
* Polk Emerging Leaders Award Nominee – 2022 & 2023
* Lakeland Entrepreneur Award Nominee – Catapult Lakeland
* Rookie Business of the Year – Greater Mulberry Chamber
* Best of Lakeland & Winter Haven (Catering) – 2022–2023
* The Knot Best of Weddings & WeddingWire Best of Weddings – 2021
* Rising Business Leader of the Year Award Nominee – Lakeland Chamber

# Professional & Civic Engagement

* Board of Directors – Alliance for Independence
* Board of Trustees – Lakeland Volunteers in Medicine
* Executive Board Member – Lighthouse Ministries
* Member – Lakeland Chamber of Commerce, ABWA, Multiple Chambers
* Advisory Council – Florida Children’s Museum & City of Lakeland Affordable Housing Advisory Council
* Leadership Lakeland Class 38 & Leadership Polk Class 17 Graduate
* Past Board Chair – Florida Dance Theatre
* Past Fundraising Committee – A Woman’s Choice
* Past First Responder – Polk County Medical Reserve Corps, for Sun n’ Fun Flyin & Parade ESF 8 Supervisor