

Louise Reed

Summary

With a long and successful career in marketing, I am looking to leverage my strategic, client relationship and project management skills to help grow an organization who is leading positive change within the public/non-profit sector.

Strengths and Experience

Branding	Fundraising	Adwords set up / supervision
Marketing strategies	Community outreach	Social media
Team leadership	Event coordination	Online advertising
Client relations	Website production / management	Television/Radio media / production
Project management	Email strategy, content	Print: paid and earned
Volunteer coordination	Customer retention systems	Outdoor advertising supervision

Career Highlights

United Way of Nevada County – Executive Director

2022 - Present

- Increased community impact by 50% each year since 2022.
- Supervised two food programs that provided over 16,000 meals to Nevada County residents in 2023.
- Wrote and obtained California Office of Emergency Services Disaster Preparedness Grant in 2023.
- Provided over \$30,000 of COVID relief to Nevada County Farmworkers.
- Welcomed 5 new members to the Board of Directors.

Louise Reed Marketing - Virtual

2018 - 2022

- Created the first virtual fundraiser for Alameda Education Foundation which incorporated all items the school district needed for remote teaching.
 - Developed and wrote web content, email and social media.
- Planned and executed Minimum Wage and Shop Local Outreach for the City of Alameda.
 - Developed, wrote and project managed direct mail, collateral, press releases, online posts and ads.
- Planned and executed Alameda Spirits Stroll for the Downtown Alameda Business Association.
 - Signed up Distillers and local businesses, sold sponsorships, obtained and coordinated volunteers.
- Developed marketing plans, strategic direction, websites and other online communications.

Moms Demand Action - East Bay Local Group Leader

2019 - 2023

- Lead/support group of 4,413 volunteers.
 - Increased leadership team from 5 to 9 member in 4 months.
- Partner with NGOs in Gun Violence Prevention movement.

- Created/executed various events both in person and virtual.
- Produce emails, texts and social media posts.

Account Director - West Advertising, Alameda, Ca

2009 to 2018

- Build strategic marketing objectives and plans for Clients with no internal marketing staff.
- Lead an Account Services team of five to provide business to consumer marketing.
- Non-profit and Government Clients include: Elder Care Alliance, City of Alameda, Alameda County Industries (Recycling), Downtown Alameda Business Association.
- Other Clients include: Coliseum Lexus of Oakland, Sloat Garden Center, AgeSong, Harvey Auto Group
- Highlights:
 - Increased monthly gross profits by 32%
 - Coliseum Lexus of Oakland became the fastest growing Lexus dealer in Northern California in 2014

Founder / Client Services Director - Thegze, Reed & Partners, San Francisco, Ca

2001 - 2009

- Created and grew a virtual advertising agency, highlighting Client relations and fine-tuned creative.
- Highlights:
 - Introduced grassroots.com, an online political movement platform (predecessor to change.org); supported successful funding of \$33.4 million
 - Renamed/introduced Addison Avenue Credit Union

PTA President

2001 - 2006

Haight Elementary School/Wood Middle School - Alameda Unified School District, Alameda, Ca

- Partnered with administration to determine school needs; created/executed fundraising and event plan
- Led monthly meetings of parents and teachers; Organized up to 50 volunteers
- Highlights:
 - Led a parent driven campaign to successfully lobby school district to halt the planned closing of 500 student middle school
 - Fundraised and contracted for new playground for elementary school
 - Created and ran after-school enrichment program, classes included Kendo, Guitar, Sign Language

Additional Community Involvement _____

Alameda County Citizens Academy - 2017 Graduate

Alameda Education Foundation - Board Member

All Rise Alameda - Steering Committee Member

UCSF Benioff Children's Hospital Oakland - Hill Branch - Board Member

Alameda Soccer Club - Board Member

Education _____

Ohio Wesleyan University - B.A. Political Science / Journalism