

Ann Woodford

CREATIVE, COMMUNITY RELATIONS & MARKETING PROFESSIONAL

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Objective

Results-driven marketing and community relations professional with 15 years of experience, seeking a challenging position to oversee all community relations activities, execute effective marketing strategies, and leverage my passion for connecting people with each other. Strong leadership skills combined with a dedication to growth, design, and community outreach.

Experience

Community Relations Manager | Ronald McDonald House Charities in Omaha

April 2019 – Feb 2024

- Spearheaded the development and execution of comprehensive marketing strategies, encompassing graphic design, content creation, and social media management to enhance brand visibility and engagement across multiple channels.
- Successfully managed social media platforms, driving significant growth in audience engagement and reach. From May 2019 to January 2024:
 - *Achieved an outstanding audience growth of 1,716%, expanding our reach and impact within the community.*
 - *Implemented strategic initiatives resulting in a 472% increase in published posts, ensuring consistent and engaging content delivery.*
 - *Generated a 96% growth in impressions, maximizing brand exposure and fostering awareness among target audiences.*
 - *Facilitated a 67% increase in engagement, fostering meaningful interactions and relationships with our online community.*
 - *Led initiatives that led to a remarkable 371% growth in video views, leveraging multimedia content to captivate and educate our audience.*
- Ensured adherence to brand standards while executing all graphic design needs, including the creation of promotional materials, advertisements, and digital assets.
- Managed website development, content updates, and functionality enhancements, ensuring an optimized user experience and alignment with organizational goals.
- Orchestrated the logistics of the Meals That Heal program, overseeing volunteer recruitment, scheduling, and communication to ensure seamless meal provision for families in need. Exceeded the goal of 208 nights of meals by securing 245 nights.
- Acted as a primary liaison to the community, fostering partnerships with corporations and individuals interested in volunteer service, while effectively recruiting, screening, and interviewing potential volunteers. Devised and implemented annual volunteer appreciation initiatives, including the successful execution of the Volunteer Recognition Breakfast, fostering a culture of gratitude and recognition within the organization.
- Provided strategic leadership and coordination for volunteer initiatives, including meal groups, house activities, speaking engagements, and fundraising events, driving increased engagement and support.
- Managed third-party fundraising initiatives, cultivating relationships with businesses and leveraging community partnerships to exceed revenue targets, surpassing fundraising goals by over 10% in 2023.
- Cultivated and maintained relationships with key stakeholders, including neighborhood associations, chambers of commerce, and regional associations, to enhance organizational visibility and community engagement.
- Conducted agency tours and participated in community speaking engagements, effectively communicating the mission and impact of Ronald McDonald House to diverse audiences.
 - *4.19 – Hired, Marketing Coordinator*
 - *1.20 – Promoted, Marketing Manager*
 - *1.23 – Promoted, Community Relations Manager*

Marketing Manager | Goodwill Industries, Inc.

2013 - 2019

- Successfully managed Marketing Department staff and achieved consistent high performance, receiving recognition as a Two-time Employee of the Month.
- Led strategic planning and execution of department budget, ensuring efficient resource allocation.
- Oversaw design layout and creative initiatives, including management of the annual agency advertising campaign.
- Generated creative content for various mediums, including annual reports, direct mail, and internal communications.
- Managed production processes with printers, ensuring the delivery of high-quality materials.

- Responsible for content gathering, editing, and design of internal and external newsletters, as well as online communications through the Goodwill blog and social media accounts.
- Created and maintained content for the agency website and the internal employee website.
- Assisted in video production, including scriptwriting, interviewing, filming, and editing.
- Collaborated with the marketing team to plan and execute special events, such as Town Hall meetings, Annual Employee Dinner, fundraising events, and donation drives.
 - 2/2013 – Hired, Marketing Design Specialist
 - 2/2014 – Promoted, Marketing Design Coordinator
 - 10/2016 – Promoted, Creative Services Manager
 - 7/2017 – Title Change, Marketing Manager

Education

The Art Institute of Las Vegas, BS Graphic Design

July 2005 - Oct 2008

Skills & Abilities

- **Software Proficiency:**
 - Design: InDesign CC, Photoshop CC, Illustrator CC, Acrobat DC
 - Social Media: Facebook, Instagram, LinkedIn, TikTok, Sprout Social
 - Office: Word, Excel, PowerPoint
 - Web: WordPress, Chat GPT
- **Areas of Expertise:**
 - Brand Management
 - Creative Strategy
 - Graphic Design
 - Networking
 - Event Planning
 - Employee Engagement
 - Managing Budget

Community Involvement

American Advertising Federation Nebraska, Chairwoman

2015-Current

- Communications Co-Chair, Public Service Co-Chair, Second Vice President, First Vice President, President – Award President of the Year for District 9, Chairwoman

Women With Voices, Board Member

2022-2023

Blackstone Business Association, Vice President

2020-2021

Active Chamber Member: Greater Omaha, Sarpy County

Character Strengths

Process Communication Model: Base: Harmonizer, Phase: Thinker

Gallup Strengthsfinder: Individualization, Positivity, Responsibility, Arrange, Strategic

Emergenetics Profile: Social (29%), Structural (28%), Conceptual (27%), Analytical (15%)

Meyers Briggs: Personality type: Protagonist (ENFJ-T). Traits: Extraverted – 78%, Intuitive – 58%, Feeling – 73%, Judging – 81%, Turbulent – 54%. Role: Diplomat. Strategy: Social Engagement