

# ELIZABETH (LIBBY) TEMPLE O'MALLEY

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## OBJECTIVE

Seek the best opportunity available to use my unique professional background (extensive non-profit, marketing, PR, communications, and budgeting skills) **and** allow me to serve stakeholders to whom I am personally committed.

## QUALIFICATIONS

- Creative, energetic team player with 20+ years of executive leadership in government/military organizations, non-profits, professional/trade associations, and tourism bureaus.
- Extensive CEO-level management experience in core marketing functions including developing and implementing integrated marketing plans for a variety of programs and services, managing public relations efforts, and oversight of advertising campaigns.
- Responsible for development and fundraising at four non-profit organizations (15+ years) and extensive experience with corporate sponsorship at non-profits and government entities.
- Exemplary communications skills with emphasis on written and verbal presentations. Confident, engaging public speaker that inspires, motivates, and wins audiences and stakeholders.
- Thrives in high-pressure, high-performance environments due to strong ability to identify and solve problems. Excellent critical thinking ability combined with calm, professional demeanor.
- Strong track record of long-range planning (establishing priorities and objectives, meeting deadlines, managing budgets, and program monitoring/assessment).
- Four years' professional exposure to government/military processes, protocol, procurement, and culture plus 25+ years of personal interaction with military personnel.
- Ridiculously patriotic, with a lifelong passion for sharing and spreading the American way of life.

## EDUCATION

### **GEORGE WASHINGTON UNIVERSITY, School of Business and Management**

Master of Tourism Administration with a concentration in Special Event Management. Graduated 2001.

### **UNIVERSITY OF VIRGINIA, College of Arts and Science**

Bachelor of Arts in Rhetoric and Communications. Graduated 1987.

## WORK HISTORY

**EXECUTIVE DIRECTOR/CEO, American Institute of Architects, San Diego, CA.** Developed and implemented innovative programs, services, and initiatives focused on member recruitment/retention, advocacy, and continuing education. Worked with multiple constituencies including Board of Directors (local/state), committees, volunteers, and external audiences (sponsors, media). Recruited exceptional staff members by creating a dynamic, excellent work environment. Oversaw all aspects of budget and financial management. Responsible for fundraising, including grant writing and corporate sponsorship. Led organization through periods of substantial growth as well as during a very challenged economic climate from '08 to '12. **April 2002 to May 2012.**

**EXECUTIVE DIRECTOR, Hampton EventMakers, Inc., Hampton, VA.** First director hired for inaugural non-profit organization charged with creating tourism-generating events for a business improvement district. Coordinated 60 days of events annually, securing corporate sponsors, executing marketing plans, and drafting and implementing overall strategic plan. Worked with vendors, including F&B, logistics, and merchandising. Responsible for all budget oversight and conducted all communications activities. Recommended elimination of all staffing, including own position, following September 11 due to major financial losses. **September 2000 to October 2001.**

**RESORT SPECIAL EVENTS COORDINATOR, City of Virginia Beach, Virginia Beach, VA.** Responsible for daily operation of the City's Special Events and Film Office. Provided direction and leadership in the coordination of city services/logistics for event and film activity. Promoted annual calendar of events and marketed the city to the film production industry. Monitored the City's event contractor, a \$1.8 million contract. Oversaw a \$3 million budget. Provided ongoing communications with internal departments to facilitate event design and logistics. Directly supervised a four-person staff. Chaired a 27-person event task force. **July 1997 to September 2000.**

**DIRECTOR OF DEVELOPMENT, Arthritis Foundation, Virginia Beach, VA.** Served as branch director charged with fund raising and board management. Set development goals, created events calendar to meet goals and directed special events from conception to post-event analysis. Worked closely with board of directors, sponsors, and volunteers. Served as local Foundation spokesperson, interacting with print, radio, and TV media. **July 1995 to July 1997.**

**PUBLICITY AFFAIRS SPECIALIST, Morale, Welfare and Recreation Department, United States Navy, Norfolk, VA and Coronado, CA.** Implemented comprehensive marketing and publicity plans to promote programs and special events on two naval bases. Oversaw production of marketing materials, press releases, and sponsorship packages. Responsible for budgeting, personnel, inventory, and procurement. **August 1991 to July 1995.**

## INTERESTS

Sailing, Golf, Tennis, Reading, Theater, Volunteering, and Labrador Retrievers

Resume Continued with Salary History and References

WORK  
HISTORY, cont.

**MARKETING AND CUSTOMER SERVICE REPRESENTATIVE, Ace Parking, San Diego, CA.** Prepared market analyses; directed campaigns to increase parking revenue. Established a pro-active customer-relations program for downtown property managers. Initiated several special events to enhance Ace’s public image. **June 1990 to December 1990.**

**ACCOUNT COORDINATOR, BSA Advertising, San Diego, CA.** Coordinated 30+ accounts; assessed clients’ recruitment advertising needs, conducted media research, wrote copy, bought media space, proofed, edited, and assisted art department with creative work. **August 1989 to June 1990.**

**ADMINISTRATIVE ASSISTANT/LISTING SECRETARY, Kona Marina and Yacht Brokerage, San Diego, CA.** Managed marina office. Rented slips, handled accounts payable/receivable, and oversaw collections. Provided superior service to 600+ tenants. Assisted yacht broker in sales activities. **February 1988 to August 1989.**

**ASSISTANT CAMPAIGN MANAGER, Senator J.H. Chichester, Fredericksburg, VA.** Co-managed a successful bid for state senate. Worked with media, constituents, and contributors. Generated \$63,000 in contributions, exceeding goal by 25%. Managed local GOP headquarters, including recruitment and training of volunteer staff. Organized public appearances, fund raising events, and debates. **May to December 1987.**

SALARY HISTORY

Organization	Employment Dates	Starting	Ending
AIA San Diego	April 2002 to May 2012	\$47,000	\$95,000
Hampton EventMakers	September 2000 to October 2001	\$44,000	\$44,000
City of Virginia Beach	July 1997 to September 2000	\$38,000	\$43,000
Arthritis Foundation	July 1995 to July 1997	\$33,000	\$35,000
United States Navy	August 1991 to July 1995	\$22,000	\$30,000

REFERENCES

Professional and personal references are readily available.