**Vynette Arnell, CFRE**

5308 SE 22nd Street, Gresham, OR 97080

503.720.4478

[**vkarnell@comcast.net**](mailto:vkarnell@comcast.net) ***•*** [**www.linkedin.com/in/vynettearnell**](http://www.linkedin.com/in/vynettearnell)

**EXECUTIVE SUMMARY**

***Strategic Public Relations Executive • Community Advocate • Communications Strategist***

* Strategic communicator, influential professional executive with extensive expertise in driving business development and growth through demonstrating team and change leadership, taking strategy to action and a natural capability to build collaborative and trusted long-term relationships.
* Excels at media relations and storytelling, with exceptional writing skills.
* Proven valuable skill set combining multinational business expertise with public sector and nonprofit experience; proficient in design, development and implementation of large-scale corporate strategies, while comfortable leading within smaller entities with limited resources.
* Well-respected among stakeholders, peers, and team members as impactful, decisive and enriched with a deep network of expertise.
* Leadership roles built establishing confidence, trust and respect among community members, clients, colleagues and critical stakeholders at all levels.
* Recognized throughout career as a strong advocate and one who can recognize and cultivate talent; excel at building empowered, high-performing leadership teams.
* Extensive experience in financial reporting and analysis, budgeting and improving shareholder value.

**CORE COMPETENCIES**

* Integrated Strategic Marketing Communications
* Public Affairs
* Marketing Collateral Management
* Community Relations
* Business Development & Sales
* Communicating Across Levels
* P & L / Budgeting / Cost Controls
* Account Management / Client Relations
* Promotional Events
* Brand Management
* Internal Communications

**PROFESSIONAL EXPERIENCE**

**Knowledge Universe (KU)**, Portland, OR **2009 to Present**

*$1.6B leading global education organization, with a network of more than 3,000 locations worldwide; company operates early childhood education centers, international schools, colleges, large on-line schools and school management systems*

**Director of Corporate Campaigns, Community Partnerships Manager**

* Reputation of excellence in achieving “win-win” measureable outcomes for organizations through corporate-community partnerships.
* Designed and executed measurable and successful marketing campaigns.
* Drove client retention and business growth by forging community partnerships and devising results-generating marketing, public relations and communications campaigns.
* Monitored and managed P & L and all departmental financial activities to ensure programs perform to strategic and budgetary goals.

Key Accomplishments

* Led and advanced Knowledge Universe’s core educational and literacy initiatives by designing and deploying highly successful marketing campaign “Read.Share.Give.” Built community partnerships and brand awareness and managed a cross-functional team through the course of the campaign. Garnered 90 million unique web downloads and media stories by designing interactive web programs to drive brand.
* Drove a 17% increase in ROI for KU by studying industry trends and cultivating relationships with high-value strategic business partners.
* Featured presenter selected as the featured presenter at the National Reach Out and Read Conference, 2011, speaking on “Building Community Partnerships.”

**Gresham-Barlow Education Foundation**, Gresham, OR **2005 to 2009**

*Educational foundation, formed in 1994, that aims to assist the schools of the district in providing the best possible educational opportunities for students*

**Executive Director**

* Excellent leadership and strengths in public relations, marketing and branding Initiatives, strategic planning, advertising, and business development.
* Owned public relations, strategic partnerships, program development, communications, philanthropy and promotional events.
* Managed an energetic high-performing team of communications and fundraising specialists; known among staff members as an organized, motivating leader who inspired teamwork and performance.
* Crafted comprehensive communications and marketing strategies to enhance district visibility in the community and ensure message consistency.
* Monitored budget, compliance, and general financial oversight.

Key Accomplishments

* Designed a strategic business plan for the organization, setting unifying goals and expectations; established priorities, and outlined resource management process.
* Created focus groups of teachers and parents to provide ongoing communication channel.
* Designed strategic messaging and constituency outreach plan, keeping donors informed on educational initiatives of interest to them.
* Developed key media relationships, ensuring that foundation message and advertising could be shared with a wider audience.

**Human Solutions, Inc.,** Portland, OR **2002 to 2005, 1994 to 1997**

*Multnomah County’s largest provider of shelter and housing for homeless families; organization helps low-income and homeless families and individuals gain self-sufficiency by providing affordable housing, family support services, job readiness training and economic development opportunities*

**Director of Development & Community Relations**

* Served as a senior level corporate officer and strategist over a $7.5M nonprofit organization, designing and implementing strategic public relations, marketing and communications programs.
* Managed outside public relations resources, developing, communicating and placing effective news releases that strategically promoted and enhanced the public's perception and understanding of the organization's objectives and achievements using a variety of communication channels.
* Demonstrated understanding of all aspects of corporate communications and the importance of strategic message management and constituency outreach, including thorough knowledge of all communications media.
* Created complex strategic communications plans, including media releases, fact sheets, key messages, Q&As, employee communications and talking points, both independently and in conjunction with corporate teams; as well as competency in developing and executing crisis communications plans and strategies.

Key Accomplishments

* Transitioned from print newsletter to e-news, reducing marketing budget by 30%.
* Developed segmented communications protocol, focusing specific messages to specific demographic populations.
* Rebranded organization with a fresh look and feel and updated key messages, improving appeal to attract new and younger constituents.
* Increased public recognition to brand by 47% (independent survey results).
* Built reputation as a highly recruited keynote speaker for local service groups and faith organizations.
* Appreciated as an organized, energetic leader who recognized and rewarded individual and team contributions.

**U.S. Department of Health & Human Services, Office of Head Start** **1999 to 2002**

*The Office of Head Start (OHS), within the Administration of Children and Families of the Department of Health and Human Services, awards grants to public and private agencies on a competitive basis to provide comprehensive services to specific communities.*

**Federal Grant Reviewer**

* Evaluated and documented grantee’s system of governance and financial oversight.
* Expanded financial reporting and compliance skills, reviewing financial reports and source documents to ensure that transactions were documented in compliance with laws, regulations and requirements.
* Ensured the safety, protection, and education of infants and young children by ensuring state and national programs offered complied with high standards.
* Researched and synthesized data to determine if programs met established benchmarks.
* Presented evaluation results in written and oral form to boards of directors, staff and clients.
* Provided technical assistance to programs.

**PROFESSIONAL AWARDS**

* MarCom Gold Award, Association of Marketing and Communication Professionals, 2011
* Certified Fundraising Executive, 2005
* Community Development Network Award, 2004

**MEMBERSHIPS/VOLUNTEER EXPERIENCE**

* Public Relations Society of America
* International Association of Business Communicators
* Boston College Center for Corporate Citizenship
* Corporate Responsibility Officers Association
* Oregon Corporate Volunteer Council
* Metropolitan Family Services, Board Member
* Ready for Kindergarten Leadership Advisory Council

**EDUCATION**

Bachelor of Science, Business Management

**Warner Pacific College**, Portland, OR