

# COLIN BERRY

BRAND WHISPERER • CAUSE EVANGELIST

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## WHAT GOOGLE WON'T TELL YOU

Excellent writer, keen strategist, and proven collaborator with 20 years' experience crafting fresh content, editorial, communications, and brand-based storytelling for nonprofits and mission-driven companies. With a deep background in creative writing, journalism, and commercial copywriting, I work with organizations to develop and refine internal and external communications that renew passion, align vision, raise money, create awareness, and get missions back on track. Besides discovering the right words and language, I envision and implement effective communications plans and the tools to keep them up and running.

Creative, collaborative, and deadline-driven, I help organizations learn how to talk about themselves in engaging and empowering ways. I love discovering new causes, and I'm most energized when I can facilitate *positive transformation* — of a person, a team, an organization, or a community.

## EXPERIENCE

### **BRANDING AND COMMUNICATIONS CONSULTANT** (2010 – PRESENT)

Create long-term outreach and communications goals for forward-thinking organizations, then develop compelling collateral and copy that drives them. Adept among print, electronic, and in-person communication strategies. Capable of writing a full range of marketing materials, including annual reports; fundraising appeals; speeches; scripts; program books; leave-behinds; membership and social media campaigns; web copy; newsletters; direct mail; brand books and style guides.

Clients include:

Los Angeles Fire Department Foundation	Art + Practice
Scripps College	The Hart Centre
Oregon Center for Nursing	United States Artists
The Broad Stage	Wesley Health Centers

### **DIRECTOR OF COMMUNICATIONS, RONALD MCDONALD HOUSE CHARITIES OF OREGON & SOUTHWEST WASHINGTON** (2017)

Directed marketing efforts for statewide chapter of national nonprofit. Worked closely with RMHC's development team to coordinate complex communications efforts, including monthly news and fundraising appeals and a steady stream of events across a full range of print and electronic media. Delivered highly successful annual report after three months on the job. Managed vendors as well as a small communications team; significantly improved internal communications between development and guest services teams.

### **WRITER, GREEN DOT PUBLIC SCHOOLS** (2013 – 2015)

Worked on development team of a large, nonprofit CMO. Collaborated on grant writing — my team raised more than \$15M in two years — and wrote and edited a broad range of comms pieces: public-facing content, press releases, blog posts, donor relations collateral, website copy,



## EXPERIENCE, CONT.

and various other fundraising materials. I also developed a system for collecting and cataloging personal stories of students who had overcome significant challenges on their path 'to and through' high school; these were used successfully in Green Dot's newsletters, fundraising collateral, end-of-year campaigns, blogs, and social media, as well as in grant applications and reports.

### **OUTREACH COORDINATOR, MANKIND PROJECT OF LOS ANGELES** (2010 – 2012)

Envisioned and developed a successful course correction for local chapter of an international men's nonprofit. Worked with a small team to implement a comprehensive outreach strategy to steward and leverage the MKPLA brand by creating marketing, internal and external communications, data management, and community-building systems from scratch. Managed a diverse roster of prospective new members while implementing a suite of marketing and social media tools. Concurrently managed a team of 10–12 volunteer direct-reports and collaborated to create quarterly weekend conferences with 70–80 participants. On my watch, MKPLA's membership, retention, and fundraising capacity increased more than 100%.

### **FREELANCE COPYWRITER** (2007 – 2013)

Developed, pitched, created, and executed editorial for various branding agencies, design firms, and mission-driven businesses. Created brand-based storytelling across all media, including product naming, tagline development, ad copy, and marketing collateral for digital, print, and multimedia platforms; product and package romance copy; online course curricula; direct mail, social media posts, copywriting for web, radio, print, and mobile. Clients and end clients included:

Häagen-Dazs	Sterling Brands	Chen Design Associates
Tropicana	Nature's Variety	Pearlfisher
Dreyer's	Castor & Pollux	OverNear
DISTINC	LeaderXPress	Brand Sense Partners

### **FREELANCE JOURNALIST** (1997 – 2009)

Published feature stories, reviews, articles, essays, and interviews in national and international magazines, websites, books, newspapers, and radio. Wrote about music, art, and design, as well as social and political issues and general reporting. Contributing editor for *Wired*, *Print*, and *Artweek*; stringer/reporter for KQED Public Radio for 10+ years. Guest lecturer at California College of Art (Oakland), UC Berkeley Extension, Loyola Marymount University (Los Angeles), and Art Center College of Design (Pasadena), where I addressed undergraduate and extended-ed students about art, graphic design, and creative writing. Partial list of publications and media includes:

Wired	Print	SF Bay Guardian
NPR	Wallpaper	The Good Men Project
San Francisco Chronicle	Make	Boing Boing
Artweek	ReadyMade	Time Out
KQED Public Radio	Preservation	SF Gate

## EDUCATION

**San Francisco State University** MA in English: Creative Writing  
**Colorado State University** BA in English