

Colin Berry

Communications Professional

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Education

San Francisco State University

- MA in English:
Creative Writing

Colorado State University

- BA in English

Expertise

- Brand development and alignment
- Storytelling for a wide range of constituents
- Project management
- Relationship building
- Knowledge of marketing best-practices

Skills

- Management of team and vendors
- Written and verbal communication
- Consistency of cross-channel marketing
- Research and ideation

Objective: seeking a position in a nonprofit, B Corp, or socially conscious enterprise — a place where, in collaboration with a high-functioning team, I can bring my writing, communication, branding, and leadership skills to empower to an important cause or charity.

Experience

Consultant (2010–present)

Nonprofits, B Corps, & Mission-Driven Businesses

Work with CEOs, presidents, and marketing teams to develop long-term outreach and communications goals and deliver them across multiple platforms. Establish and maintain effective working relationships with diverse stakeholders; develop content for web pages, newsletters, direct mail, speeches, fundraising, social media, and more. Ensure consistent branding, style, and voice-and-tone. Selected clients include the **Oregon Center for Nursing, Scripps College, Institute for the Future, Wesley Health Centers**, and the **Los Angeles Fire Department Foundation**¹.

Director Of Communications (2017)

Ronald McDonald House Charities of Oregon & SW Washington²

Reporting directly to the CEO, collaborated with small development team to manage aggressive, multi-channel marketing plan and produce key marketing pieces, including 50-page annual report. Coordinated outreach and writing efforts across full range of print and digital, including monthly newsletter, fundraising appeals, and a steady stream of events. Required daily management of vendors: a graphic designer, a social media intern, and several photographers.

Freelance Copywriter (2009–present)

Various Agencies and Companies

Created brand-based storytelling for products ranging from ice cream to iPhone apps, vodka to vitamins. Included product naming, tagline development, campaign direction, ad copy, and marketing collateral for digital, print, and multimedia; product and package romance copy; direct mail, online, social, and website copy. Clients include **Creable, Anthem Worldwide, Sterling Brands, Prasada Foods, Pearlfisher, DISTINCT, Chen Design Associates**.

Writer (2013–2015)

Green Dot Public Schools³

Key member of communications team for large, rapidly expanding nonprofit CMO. Wrote and edited a wide assortment of marketing

Proficiencies

- Asana
- Basecamp
- CRM
- Email marketing tools
- GitHub
- Google Drive
- HootSuite
- Microsoft Office
- Salesforce
- Slack
- Trello
- Wordpress/CMS

Pro Bono

- Friends of Moreland Woods
Communications lead for SE Portland neighborhood environmental group
- ManKind Project
Trainer, facilitator, and leader-in-training for global men's organization; co-run a biweekly men's circle for prisoners at the Columbia River Correctional Institute
- Art Center College of Design; UC Berkeley Extension
Guest lecturer on graphic design, creative writing, and visual culture

pieces; developed voice-and-tone and implemented fresh brand identity. Established and maintained effective relationships with diverse stakeholders: board members, press, donors, foundations, parents, and socioeconomically disadvantaged students on their way "to and through" high school.

Outreach Coordinator

(2010–2012)

ManKind Project of Los Angeles⁴

Supervised a team of 5–10 volunteers to implement a comprehensive outreach strategy and leverage the MKPLA brand through new marketing, internal and external communications, data management, and community-building systems. Regularly applied principles and practices of effective management, supervision, and leadership.

Freelance Journalist

(1997–2009)

Magazines, Newspapers, Web, and Radio

Wrote and published feature stories, reviews, articles, essays, and interviews. Subjects included art and visual culture, music, politics, human interest, science, and design. Contributing editor at Wired, Print, and Artweek and a reporter for KQED Public Radio. Additional media and publications: NPR, San Francisco Chronicle, Wallpaper, Make, the SF Bay Guardian, and Time Out.

Notes

¹ The LAFDF was a relatively new nonprofit. I worked with its CEO and staff to create its first style guide, fresh year-end and social media campaigns, program materials, and powerful direct-mail appeals. Web and social engagement initially increased 200%; fundraising and community engagement increased significantly year by year.

² In my first three months, I delivered RMHC's annual report—its single largest piece of yearly marketing collateral—on time and on budget. The CEO called it "beautiful"; we mailed it to more than 10,000 supporters.

³ Even as charter schools across the US were struggling to counter negative press, in two years my team secured more than \$15 million in foundation and grants funding. My own initiative, "Student Stories," narrated students' experiences in and out of the classroom; we used them for fundraising, press kits, and grant applications.

⁴ A nonprofit men's organization, MKPLA was failing to retain and diversify its membership. I worked with a volunteer team to "cold boot" the chapter, setting new standards for its mission and leadership culture and inspiring others to meet it. Membership doubled in two years; our diversity efforts became a model for other US chapters to follow.