**KAREN ESTELLA SMITH**

14152 Mahogany Avenue  Jacksonville, FL 32258  (904) 589-1169  karenestellas@gmail.com

**PROFESSIONAL PROFILE**

Community Relations professional seeking an opportunity to utilize skillset acquired in community and civic programs and services.

**Areas of Strength**

* Branding & Strategy
* Storytelling
* Communications
* Public Affairs
* Development of Policies & Procedures
* Fund (Capital) Development
* Events Management
* Media & Public Relations
* Grants Management

***COMMUNICATIONS & MARKETING***

* Developed internal and external communications, including media strategies, creating messages, writing all press releases, advisories, speeches, talking points, distributing to reporters and responding to media inquiries. Served as primary contact in local, national, regional, and weekly publications such as newspapers, newsletters, etc. Coordinated media conferences, interviews, and all contact with the media
* Public awareness promotions (The Literacy Summit, AdventuREAD, United We Read), and community programs (ALERT, Workforce Literacy, ESOL)
* Responsible for creating and overseeing production of newsletters and other agency publications such as proposals, annual reports, invitations, brochures, mass mailing, website development
* Development, implementation, submission, and acceptance of the application process for Supplemental Education Service providers
* Organized town hall meetings, workshops, association events and seminars

***MANAGEMENT SKILLS***

* Managed staff of 13+, including physicians, nurse practitioners, office staff, and contractors
* Oversaw budgets, payroll, tax filings, fiscal calendar, and state regulations
* Negotiated business contracts with insurance companies, vendors, and sale of medical practices (estimated value $350,000 each)
* Provided direction for staff, successfully hired, coached, and adjusted appropriately
* Assisted in the planning, directing, reporting, and evaluation of the programs, making recommendations regarding revisions
* Provided staff support for volunteer boards and boards of directors
* Oversaw the staging of major events designed to acquaint parents and the community with Magnet Programs and School Choice options such as: *Magnets & More: A School Choice Expo*, Magnet High School Showcase, Parent Information Sessions, District-Wide Open House Day, and Magnet WildFire
* Provided leadership for the district’s Magnet Lead Teachers and other school personnel responsible for promoting Magnet School Programs and setting and meeting recruitment goals, also responsible for the coordination, supervision, and recruitment of volunteers
* Coordinated Families Building Better Readers Workshops throughout the state of Florida responsibilities included, but not limited to: supervision of six staff persons and volunteers for various stages of projects; coordination of logistics for all meetings and workshops and the balancing budgets

***DEVLOPMENT***

* Planned & implemented annual giving program $1,000 – 5,000 annual memberships by identifying prospective donors for various funds, increasing support by approximately 42%
* Implement the annual scholarship programs, including donor relations, acknowledgements and events, as well as identification and cultivation of endowed scholarships ($25,000+)
* Responsible for the following annual fundraising events:
  + *Eat, Read, & Be Merry*  – $100,000 approximately annually
  + The Signature Series – Increased membership/donors by approximately 33%
  + Historic Downtown Loft Tours – Increase in sponsorships by approximately 20%
* Implemented long and short term plans for development with measurable goals so that fundraising is coordinated throughout the organizations. Developed fundraising strategies and supervised execution with CEO and board of directors
* Developed systems for cultivating, thanking, tracking, and building strong relationships with donors and prospective donors
* Managed grants and fund development for the Florida Education Foundation

***WORK HISTORY***

***Westminster Communities of Florida Foundation***

*Foundation Development Director Jacksonville, Fla. 2018-Present*

***Karen Estella Strategy & Communications***

*Communications, Public Affairs, & Development Consulting Jacksonville, Fla. 2017-2018*

***Dunn Avenue Health & Wellness***

*Practice Director Jacksonville, Macclenny, & Lake City, Fla. 2012-2017*

***Edward Waters College*** *Jacksonville, Fla. 2008-2011*

*Director of External Relations*

*Director of Communications & Marketing*

***Duval County Public Schools*** *Jacksonville, Fla. 2006-2008*

*Marketing & Recruitment Manager – Magnet Programs*

***The Literacy Council of Central Alabama*** *Birmingham, Ala. 2005-2006*

*Community Outreach & Special Events Manager*

***Florida Department of Education*** *Tallahassee, Fla.**2003-2005*

*Community Liaison*

***U. S. House of Representatives-The Office of Congressman Albert R. Wynn***

*Press Secretary Washington, D.C. 2000-2003*

***World Golf Hall of Fame-World Golf Village******(PGA TOUR)***

*Marketing and Promotions Coordinator St. Augustine, Fla. 1999-2000*

***EDUCATION***

**The Florida State University** Post-Graduate – Museum Studies – London, England

**The Florida State University** B S in English Literature-National Dean's List

#### COMMUNITY INVOLVEMENT

The Women’s Board *Art & Antiques Magazine Editor-In-Chief*

The Jacksonville Zoo & Gardens *Board of Directors 2017-Current; Vice Chair Gardens*

Leadership Florida *CONNECT Class of 2014*

Leadership Jacksonville *Class of 2014*

The Junior League President 2014-2015*;* *Member Since 2000*

The United Way of Northeast Florida *Atlantic Circle Chair, 2012-2013; Stein Fellow 2008*

The Links, Incorporated *Scott-Hawkins Leadership; Member Since 1999*