



**ALEXIS BROWN**

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I am a strategist and writer with a background in finding opportunities, getting things done, and effectively communicating to the right people at the right time. I manage the details necessary to implement the prevailing vision – can see both the forest and the trees. I have over 20 years of experience in marketing & communications, fundraising & grant writing, business development, project management, research & analysis, creative strategy, and forging lasting business relationships. I support nonprofits and small businesses with replacing obstacles with opportunities, ensuring systems are efficient and effective, and growing their customer base – all so they can increase profits and achieve goals.

## SKILLS

**Strategy/Planning:** Business Plans, Small Business Systems Development, Financial Statements, Problem Solving, Process Management, Project Management, Research, Strategic Planning, Trend Analysis, & Verbal Communications

**Fundraising:** Annual Reports, Appeal Letter Writing, Board Development; Board Training; Board Communications, Board Relations, Campaign Planning, Case for Support, Corporate Sponsorship, Crowdsourcing & Crowdfunding, Culture of Philanthropy, Customer Segmentation, Database Management, Direct Mail, Donor Cultivation, Solicitation, Stewardship, Event Planning, Grant Writing, In-Kind, Major Gifts, Relationship Building

**Communications/Marketing:** Advertising, B2B, B2C, Branding, Copy Editing, Copy Writing, Crisis Communications, Fact Sheets, Internal Communications Systems, External Communications Systems, Market Segmentation, Market Analysis, Media Relations, Graphic Design Concept Development, Graphic Design Project Oversight, Email Newsletter & Print Newsletter Writing, Pitches, PSAs, Public Relations, Social Media (Facebook, Twitter, LinkedIn, Youtube, Pinterest, LinkedIn, & Instagram), Storytelling, Video, Website Development, & Website Management

## WORK EXPERIENCE

**Business Consultant, Deer Heart Consulting** (Santa Fe & Taos, NM) June 2006 – present  
**Marketing & business development for entrepreneurs, farmers, artists, small business owners**  
Created 300 point checklist for starting restaurant; Increased value of massage business by \$50,000; Cut production time in half for jeweler; helped several farmers create a brand & marketing plan which increased exposure & profits

**Dir. Development & Communications, Farmers Market Institute** (Santa Fe, NM) Feb 2015 – Jan 2020  
**Grant writing, Events, Appeals, Advertising, Social Media, Publications in support of hundreds of farmers**  
Increased Instagram followers 775%; Increased return donors by 33%; Streamlined event planning

**Dir. Development & Communications, Girls Inc.** (Santa Fe, NM) Jun 2007 – Feb 2013  
**Public Relations, Marketing, Communications, Event, & Fundraising strategy, planning, implementation, & analysis**  
Generated 75-80% of annual revenue i.e. nearly \$4 million in 6 years; Increased public awareness

**Outreach Coordinator, St. John's College** (Santa Fe, NM) May 2000 – Jun 2007  
**Communications implementation; Adult Non-Credit Classes & Event planning, strategy, implementation, & analysis**  
Generated annual revenue of \$200,000; Increased new participants by 20-30%; Created media database; Created and implemented communications and publications schedule utilized college wide.

## EDUCATION

**Master of Arts in Eastern Classics, St. John's College** (Santa Fe, NM) 2001 – 2003

Studied the classic texts of ancient China, India, and Japan through reading, analysis, and discussion; In-depth examination of Taoism, Confucianism, Hinduism, and Buddhism. Studied language with emphasis placed on translation and grammatical study of Ancient Chinese.

**Bachelor of Arts in Liberal Arts, St. John's College** (Santa Fe, NM) 1996 – 2000

Studied the classic texts of western thought with emphasis placed on the cultivation of critical thought, development of scientific and expository writing skills, and dialogue; Public speaking and presentation required daily throughout the four years of the program. Language (four years): grammatical and translational study; Mathematics (four years); Laboratory Sciences and the History of Science (three years); Seminar (four years): philosophy, history, theology, literature, economics, politics, and psychology; Music (one year); Visual Arts (one semester).

*"At St. John's College, students think boldly, collaborate effectively, and explore fearlessly. This education is focused on original thinking and original ideas. By studying the most challenging books and wholeheartedly engaging in thoughtful, lively, and participant-driven discussions, students develop excellence of intellect and imagination."*

## TRAINING

**Social Media Platforms:** Facebook, Twitter, LinkedIn, Youtube, Pinterest, LinkedIn, Instagram

**Computer Programs:** Windows, Macintosh, Word, Outlook (trained), Access (trained), Excel (trained), FileMaker Pro, Jenzabar CX - Unix Database (trained), QuikMate, Cognos Impromptu, PIN! Prospect tracking system, eTapestry (trained), Google Applications, Constant Contact, CMS Made Simple, Salesforce, Squarespace, Wix, Wordpress.com, Wordpress.org

**Relevant Training:** Multiple Development, Planned Giving, Grant Writing, Communications, and Public Relations workshops with CASE, NGO, AFP, Santa Fe Community Foundation, Santa Fe Community College, the Osborn Group, and Benevon (2002-2012); Franklin Covey: Achieving Your Highest Priorities (2006)

### Sample of Volunteer / Board Experience:

2018 – present | Solace Crisis Treatment Center, [www.findsolace.org](http://www.findsolace.org), Board member (President June 2019-present)

2018 – present | Open Roads Media, [www.openroadsmedia.org](http://www.openroadsmedia.org), Board member

2011 – 2014 | Terra Obscura / The Virtual Dinner Guest, [www.virtualdinnerguest.com](http://www.virtualdinnerguest.com), Board member

2010 - 2013 | Littlelobe, [www.littlelobe.org](http://www.littlelobe.org), Board president

2004 - 2013 | High Mayhem Emerging Arts, [www.highmayhem.org](http://www.highmayhem.org), Board member

2007 - 2009 | Creative Santa Fe, [www.creativesantafe.org](http://www.creativesantafe.org), Board Secretary and VP

## REFERENCES

**Melissa Glick**, Convention Services Manager, TOURISM Santa Fe (Sales) | [mmglick@santafenm.gov](mailto:mmglick@santafenm.gov) | 505-955-6217  
I was her supervisor at Girls Inc. of Santa Fe

**Gabriella Marks**, photographer | [gabriella@triggerfinger.com](mailto:gabriella@triggerfinger.com) | 505-603-3368  
We worked together to produce promotional videos of farmers

**Melissa Willis**, Program Director, SF Farmers' Market Institute | [melissavisionwillis@gmail.com](mailto:melissavisionwillis@gmail.com)  
We worked together to produce & promote programming in support of hundreds of farmers