

KATHLEEN M. QUINTAS

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NON-PROFIT EXECUTIVE MANAGEMENT EXPERIENCE

Lead, Direct, Execute Strategic Plans/ Community Engagement / Finance & Budgeting / Fundraising / PR & Media Relations /Operations / Branding / Program Development / Boards Liaison / Public Speaking / IT Systems Integration / Volunteer Recruitment / Website Development, Maintenance, and SEO/SEM

- **Worldwide pandemic pivot allowed Here to Serve to improve programs and expand services nationwide.**
- **New fundraising strategy improved income 30% during a pandemic year after annual event was canceled.**
- **Improved individual/corporate/event revenue & community involvement YOY.**
- **Achieved sustained success YOY by analyzing results and optimizing strategies in under-performing areas.**
- **Enlisted and organized volunteer committees to run social media, IT, events, blogs, and SEO.**
- **Spearheaded integration of system-wide IT platforms and developed a branded, web-based care platform.**
- **Recruited over 3,000 volunteers for family care community support and involvement.**

Key Highlights: Created, built, and sustained a nonprofit from the ground up, which now has more than 15-years of history providing services for families of cancer patients. Optimize operations, programs, fund development, and stewardship of individuals to provide 5-star services as reflected on Great Nonprofits. Skilled at budgeting and analytics to drive strategic decisions and program success. Adept at fundraising through personal asks, grants, special events, corporate giving, and partnership programs. Solid history of improving brand identity through website, PR, and media and community relations. Proficient at motivating staff, volunteers, as well as external vendors and corporate partners to improve programs, volunteer support, and income. Created a solid organizational foundation through the development of by-laws, policies and procedures, training manuals, integrated technology platforms, and volunteer engagement,

BS, Journalism, Ohio University. Authored articles on marketing and advertising. Frequent speaker and guest lecturer.

HIGHLIGHTED ACCOMPLISHMENTS

Created and executed mission-related community events and programs that helped develop strong relationships with corporate and community leaders raising funds, improving visibility and community involvement. Cultivated relationships, advanced corporate and community engagement with NPO, and improved/expanded media coverage.

Championed a volunteer group of 100+ society women raising over \$150,000 net for an annual gala during a severe economic downturn, equaling the previous year's effort during a thriving economy.

Inspired and persuaded numerous corporate sponsors including Disney, Enterprise Rent-a-Car, Wells Fargo Capital Finance, JLL, as well as schools, churches, a society "friends" group, and civic organizations to support programs and fundraising events, including adopt-a-family, Fun Run, prom gown, toy drive, Thanksgiving basket, etc.

CAREER SUMMARY

CEO and Founder Here to Serve, 2011 – Current. <https://heretoserve.org/> Launched a 501 (c) 3 nonprofit to serve families of children battling cancer. Developed by-laws, fundraising, legal releases, policies, procedures. Created a care community platform to engage friends and family. Developed social media programs to improve volunteer involvement. Set up a resource database to provide families targeted help. Spearheaded website development and wrote all content.

Director of Development, Foothill Family Service, Pasadena 2008-2010. Executive leadership in individual, corporate, and foundation fundraising; media; communications; grants; volunteer and community events and relations. Raised revenue, awareness, involvement and built the brand for this children and families NPO while exceeding previous year's benchmarks.

Accounts Director, Grizzard Communications, Glendale 2006 – 2008. Led creative, messaging, design, and execution of integrated fundraising programs for 65 social service NPOs bringing in over \$100 million collectively in yearly income as a result of strategies and programs initiated. Improved brand and income, funding up to 80% of NPOs operating budgets.

Director Accounts Management and Teleservices, Russ Reid Company, Pasadena 2000 – 2005. Drove 5% to 50% revenue growth for 42 social service NPOs over four years, bringing in over \$100 million/year in revenue with a 14-member team. Initiated/led agency's first TeleServices group, improving program performance by up to 50%.

President/Owner, The KO' Group - Marketing, Pasadena 1993 – 2000. Lead consultant with three notable brand agencies working with their top corporate clients, including Kaiser Permanente, on integrating direct marketing into their core services. In addition, KO Group worked directly with corporate clients designing advertising/direct mail programs.