

MICAH J. CHRISMAN

Administration | Communications | Marketing

PROFILE

Accomplished professional seeking a full-time position, utilizing 10+ years of marketing, public relations, & communications experience within businesses, city government, & nonprofits.

CONTACT

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SKILLS

Leadership development
Public relations
Event coordination
Earned media
Digital marketing
Social media marketing
Copywriting
Graphic design
Branding
Photoshop
Illustrator
InDesign
Premiere Pro
Video production
Website management
Wordpress
Google Ads & Analytics
Search Engine Optimization
CRM systems

EDUCATION

M. A. Mass Communication
2015 | University of Central Missouri

B. S. Communication Studies
2013 | University of Central Missouri

Kauffman Education Fellowship
2021 | Ewing Marion Kauffman Foundation

WORK EXPERIENCE

Director of Communications & Marketing

04/2024 – Present | MANNA FoodBank

- Leads in-house marketing team.
- Acts as MANNA's spokesperson with external audiences
- Directs marketing campaigns for special events & fundraising campaigns to boost donor support & volunteer recruitment.
- Organizes community engagement on public policy issues affecting the food bank & food insecure people.
- Conducts in-service training sessions for staff, volunteers, & partner agencies, focusing on marketing, branding, & mission promotion.

Director of Marketing

10/2023 – 04/2024 | Savvy STR Agents

- Planned & executed a multimedia campaign promoting the listing of a \$20 million, viral investment property, earning national media placements.
- Implemented CRM marketing plans & assessed metrics to generate 450+ new leads.
- Coordinated event sponsorships for broker open event, exceeding \$20k in revenue.
- Led internal marketing training sessions for Expansion Agents, growing their networks under the Savvy brand.
- Developed Savvy branding guidelines & executed quarterly marketing plans.

Director of Marketing & Communications

07/2022 – 10/2023 | Be Great Together (BGT)

- Directed digital media campaigns, web development, & SEO content strategy for BGT & its subdivision, DocuCourse.
- Produced award-winning documentary films in conjunction with launching DocuCourse.org.
- Developed annual marketing plan in collaboration with the executive director & marketing staff.
- Grew exposure through earned media & marketing campaigns (20K+ website visitors, 38 countries, 426 cities).
- Implemented new branding & communication guidelines.
- Increased organizational revenue through strategic multimedia campaigns.

WORK EXPERIENCE CONT'D

Director of Marketing & Communications

09/2020 – 07/2022 | Alive & Well Communities (AWC)

- Directed multi-state marketing campaigns, promoting AWC's mission & education resources.
- Planned logistics for in-person & virtual events, coordinating venues, speakers, & promotional materials.
- Implemented new branding & communication guidelines with marketing staff & contractors.
- On-boarded & trained staff with internal CRM systems & leadership development programs.

Digital Communications Manager

03/2017 – 04/2019 | Kansas City, Missouri Health Dept.

- Collaborated with City of KCMO Communications Team on developing a 5-year budget & marketing plan.
- Executed digital campaigns via multimedia outlets.
- Served as a KCHD spokesperson to elevate public information & program awareness.
- Utilized enterprise media management systems & analyzed web & social metrics for digital campaigns.

Communications & Data Manager

01/2016 – 03/2017 | Communities Creating Opportunity

- Executed multimedia campaigns, positioning CCO's work to local, regional, & national audiences.
- Created new organizational website & branding.
- Increased revenue via strategic giving campaigns.
- Trained staff on internal systems & advocacy processes.

Communications Consultant

11/2013 – Present | Chrisman Creative, L.L.C.

- Working with clients to develop branding & communication strategies for multimedia marketing campaigns.
- Offering services such as: website development, SEO, brand development, videography, photography, copywriting, media pitching, & social media content.