

Michelle M. Bova

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EXPERIENCE

Sunnyside Community Services

Director of Marketing and Outreach

Sunnyside, NY

Nov. 2017 – present

- Write and edit program communications including flyers, brochures, emails, and direct mailings
- Coordinate advertising placements and oversee the negotiation of contracts, the review of copy, and the results of advertising campaigns
- Identify and manage the organization's presence at public-facing events, including street fairs and conventions, serve as a public face of the organization at events
- Develop yearly marketing strategies including identifying communications themes and creating relationships that will provide new venues to promote our work and increase the number of individuals that are aware of and benefit from our programs

StoryCorps

Associate Director, Custom Services (*final job title*)

Brooklyn, NY

March 2012 – Nov. 2017

- Throughout my time at StoryCorps, I was promoted twice to roles with increasing responsibility and complexity, my focus was to manage partnerships that required the involvement of several internal departments
- Wrote and edited marketing and informational materials that advertise the department as well as partner projects
- Refined and enhanced processes across the department, including in the areas of promotion and budgeting
- Built relationships and create partnerships with corporations, government institutions, and foundations
- Ensured the timely delivery of services for external stakeholders with account sizes of more than \$100,000
- Managed two staff people; oversaw department management, including the advancement of the strategic plan
- Routinely managed ongoing projects of more than six months, including overseeing project-specific staff
- Managed more than 12 revenue-generating recording events per year

FactSet Research Systems Inc.

Marketing Specialist

Marketing Writer

Norwalk, CT

June 2009 – March 2012

June 2007 – June 2009

- Promoted to the role of Marketing Specialist; oversaw the marketing strategy for three product lines
- Created direct-to-client communication campaigns with both digital and print components
- Managed client-facing news site
- Coordinated 5-7 yearly events hosted by or sponsored by FactSet
- Wrote and edited content for online, client-facing newsletters, direct mail, print pieces, and other materials

Carnegie Mellon Today, alumni magazine

Freelance Writer

Pittsburgh, PA / remote

Jan. 2007 – March 2015

- Composed full-length feature articles and short briefs about people of note among Carnegie Mellon's community

EDUCATION

Baruch College: Master of Public Administration, 2013

Carnegie Mellon University: B.A. Professional Writing and Creative Writing, 2007