

Michelle Bova

Phone
412-889-3970

Email
michelle.bova@gmail.com

Address
69-22 Fleet Street, Forest Hills, NY 11375

Experience

Director of Communications

September 2024-present

HousingPlus | New York, NY

- Re-launched a semi-annual newsletter to donors
- Optimized SEO throughout the website
- Launched a monthly HousingPlus blog
- Spearheaded a campaign to increase recipients of our e-newsletters/emails by diversifying content, launching collaborative content creation, and thought leadership

Director of Marketing & Community Relations

November 2017-September 2024

Sunnyside Community Services | Queens, NY

- Guided the marketing efforts of organization programs
- Wrote materials to support the outreach and informational needs of programs
- Created social campaigns which led to exceeding fundraising goals for GivingTuesday in 2021, 2022, and 2023
- Oversaw all organizational social media accounts; in 2022, oversaw a 30% increase in social reach on Facebook
- In partnership with the external web developer, manage all content on the organization's website
- Managed the Volunteer Services Coordinator
- Created, maintained, and updated the organizational style guide and ensured consistent organizational brand

Associate Director, Business Development

March 2012-November 2017

StoryCorps | Brooklyn, NY

- Developed partnerships with external organizations, resulting in more than \$200,000 of annual revenue
- Oversaw the creation of materials and support large-scale recording partnerships
- Launched new models of partnership - including pioneering work on simple video animation to accompany a recording project with Kaiser Permanente
- Promoted twice to roles of increasing responsibility, from an entry level post in 2012 to a leadership role that included managing one of the department's junior members

Skills

Spanish: Intermediate, Conversational

Adobe Creative Suite

Constant Contact

CRM (Salesforce, HubSpot)

HTML

CMS (Drupal, WordPress)

Google Analytics and Ads

MailChimp

Strategic Planning and Budgeting

Education

Master's of Public Administration

Baruch College

Bachelor's of Arts | Professional Writing

Carnegie Mellon University