

Sheila M. Daly

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SUMMARY OF QUALIFICATIONS

Seasoned professional with more than 30 years experience in all facets of writing and editing.

CORE SKILL AREAS

- Feature Writing
- Communication Strategies
- Grants Writing/Management
- Resource Development
- Volunteer Management
- Case Statements
- Video Scripting
- Website Design and Management
- Marketing Campaigns
- Public Relations
- Branding/Re-Branding Strategies
- Community Building
- Program Design/Development
- Public Speaking/Facilitation
- Budget/Finance
- Special Events/Travel Logistics
- Blogging
- Social Media Campaigns

PROFESSIONAL EXPERIENCE

FREELANCE WRITER/ CONSULTANT (2008 to present)

Recent clients include:

- **OPUS Tours (2008 to present):** Rebranding after name change, marketing, website redesign, re-organization
- **Friends of Casa Materna (2008 to present):** Resource development including quarterly newsletter and website redesign in 2014-15, strategic planning, board development, policy and procedures manual
- **United Methodist Homes (Dec 2013-March 2014):** Community building with UMC churches and residences, advertisements, marketing and presentations on planned giving
- **Providing Hope (Sept 2013-August 2014):** Resource development including case statement and strategic plan, website, video scripting, marketing and communication plan, grant writing
- **Mary's Pence (Nov 2008- Sept 2013):** Quarterly newsletter including layout and design, fundraising appeals, created 25th anniversary blog in 2012

EXECUTIVE DIRECTOR (February 2005 to September 2008)

Mary's Pence, www.maryspence.org

Provided comprehensive leadership for an international organization that raised and distributed resources to women-led social change organizations through grant making. Worked with board to formulate 5-year strategic plan, moving the organization from pure grant making to a hybrid microfinance model designed to increase sustainability in global partnerships. Implemented a major donor campaign and increased donations by \$100,000, a full 30%, in first year. Currently maintain a consulting role with occasional projects.

DIRECTOR OF RESOURCE DEVELOPMENT/MARKETING

Mary's Pence, www.maryspence.org (November 2000 to February 2005)

Managed both sides of the budget: income generation and grants management. During my tenure, donations from newsletters doubled, as did the number of grantees. Key projects included new website in five languages with interactive dimension, and improved oversight of grant awards.

DIRECTOR OF RESOURCE DEVELOPMENT/MARKETING

Women and Children Project, Milwaukee, WI (February 1998 to September 2000)

Served as development officer for start-up organization networking urban social service agencies. Raised over \$125,000 in its first year of existence, and also opened a neighborhood center, managed 70 volunteers and established collaboration between business, philanthropic, social service and religious communities.

EDITOR

Salesianum, Milwaukee, WI (September 1997 to September 2000)

Coordinated publication of bi-annual scholarly alumni/ae journal including writing articles, soliciting/editing manuscripts, compiling lists, selling ad space, laying out pages and supervising printing and fulfillment. Managed to reduce production costs by 50% the first year by bringing the design in house.

PASTORAL ASSOCIATE

Blessed Trinity, Milwaukee, WI (August 1994 to July 1998)

St. Casimir Parish, Milwaukee, WI (April 1990 to October 1993)

Working with a diverse inner-city populations, managed leadership development and volunteer adult education programs, coordinated communications, hosted special events and facilitated board orientation in addition to regular pastoral duties. Developed several new programs in response to community feedback including multicultural awareness, activities for youth, and weekly community interfaith gatherings.

COMMUNICATIONS COORDINATOR

Archdiocese of Milwaukee (September 1993 to July 1995)

Wrote and edited academic bulletins, quarterly newsletter for alumni and friends, brochures, advertisements, radio PSAs, and organized special events for archdiocesan seminary and vocations office. Served as chair of the 150th Anniversary Committee.

EDUCATION

University of Delaware, BA, English/Journalism Features Editor *The Review*

La Salle University, Philadelphia. Transferred 15 credits toward MA

Saint Francis Seminary, Wisconsin, MA, Pastoral Theology with honors

JOB RELATED SKILLS

- Certified in Desktop Publishing using InDesign
- Raiser's Edge, Gift Works, basic Salesforce
- Microsoft Office Suite
- File Maker Pro
- Quick Books
- Video conferencing

VOLUNTEER POSITIONS

- Secretary, Marine Academy of Science and Technology, PTSA, 2011 to 2014.
- Volunteer, National Park Service 2000 to present;
- Facilitator, Page One Writing Club, 1998 to present:
- Treasurer, Bayshore Middle School PTO, 2008 to 2011;
- Secretary, Elizabeth Seton Women's Center, Manhattan 2005 to 2008;

- President, Dominican Center for Women, 1999-2000;
- Editor, Witness Newsletter for the Homebound, 1994-2000;