

STEFANIE WORTH

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VISION ~ INTEGRITY ~ INNOVATION ~ IMPACT

Mission-driven public servant brings extensive experience connecting individuals and organizations around community issues to foster productive collaboration. Utilizes a visionary and comprehensive approach to checklist demands and long-term goals, from designing programs and plans to ensuring execution. Creative problem solver bringing innovative approaches to pressing and emerging issues. Demonstrated ability to operationalize program objectives and deliver on metrics. Adept at tying mission to revenue to drive fundraising results. Tech and digital experience savvy. DEI champion. Career has emphasized meeting people where they are to better individual lives and build stronger communities.

BACKGROUND & EXPERIENCE

SICKLE CELL DISEASE ASSOCIATION OF AMERICA—MI | DETROIT, MI | (OCTOBER 2019 – OCTOBER 2020)

Director of Operations and Outreach

- Directed administrative functions for \$1.6M agency, including finance, human resources, revenue development, marketing communications, public relations, and advocacy. Led strategic planning. Increased data-driven analysis.
- Wrote grants, monitored metrics and produced reports for existing grants (including HRSA), created funding proposals, and solicited donations and sponsorships while reducing fundraising costs and increasing online donations. Coordinated agency's most successful fundraiser, generating over \$77K for the 2020 Sickle Cell Matters Virtual Walk.
- Provided collaborative leadership for programs and activities focused on client education, empowerment, and equity.
- Wrote and designed e-newsletter, planned media communications, managed social media accounts, and re-designed, maintained, and created content for agency site at scaami.org. Facilitated across-the-board increases in engagement.
- Originated the SAFER initiative, an emergency department quality improvement effort targeted at ensuring equitable care and reducing health disparities. Acquired national partnerships. Created accompanying web site at sicklecell911.org.

MOSAIC YOUTH THEATRE OF DETROIT | DETROIT, MI | (MAY 2018 – AUGUST 2019)

Executive Director

- Directed operations of \$1M nonprofit. Reported to Board of Directors, managed fund development, marketing, media relations, human resources, IT, finance. Coordinated administration and programming with Artistic Director.
- Stewarded Mosaic's first \$1M gift and establishment of its subsequent endowment. Raised \$1.3M (without \$1M gift) via diverse funding channels. Led Patron Council (major giving) re-engagement process. Implemented CRM use. Managed grant writing function and reporting process for funders.
- Reduced marketing collateral costs by 60%. Facilitated mosaicdetroit.com re-design. Sparked social media increases across platforms. One of CBS Detroit's "Five Michigan Non-Profit Organizations to Know About" (June 2019).

AMERICAN HEART ASSOCIATION - SOUTHEAST MICHIGAN OFFICE | SOUTHFIELD, MI | (JAN. 2011 – MAY 2018)

Senior Director, Community Health (Nov. 2011 - May 2018); Health Equity Regional Director (Jan. 2011 – Nov. 2011)

- Partner to AHA's development team, supporting company cultivation, sponsorship proposal development, and corporate engagement across three fundraising campaigns driving revenue of approximately \$775K annually toward \$3M goal.
- Managed regional implementation of AHA nutrition guidelines (213 sites), wellness solution program (35 sites), and blood pressure management program (10 sites).
- Co-managed Metro Detroit AHA Board, responsible for health and advocacy engagement (continually hitting 100% best practice metrics annually). Led work to diversify membership, extending DEI efforts to all volunteer leadership roles.
- Designed and executed AHA's first Solutions Summit (2017) created to address social determinants of health. Surpassed all projected outcomes. Earned 2017 10X Thinking Award.
- Led state-wide multicultural outreach strategies via extensive collaboration to motivate healthy behavior change.
- Assembled and led interdepartmental board and staff team that secured Michigan's first school district to implement CPR as a Graduation Requirement, which helped pave way for passage of Michigan's CPR in Schools bill (2016).
- Cause marketing leadership included creating local Go Red Premiere Party, re-vamping the Workplace Wellness Forum, heightening exposure of the NFL Play 60 Challenge, and increasing reach of the Volunteer Recognition Celebration.

- Innovations showcased nationally. Earned 2013 Health Strategies Award of Excellence.

AMERICAN DIABETES ASSOCIATION, SE MICHIGAN/NW OHIO OFFICE | BINGHAM FARMS, MI | (2007 – 2011)

Director, Foundations & Workplace Giving (Jan. 2009 – Jan. 2011); Communications Director (Aug. 2007 – Jan. 2009)

- Reporting to the region’s Executive Director, responsible for oversight of a \$400,000 philanthropic budget. Included writing proposals to raise approximately \$150,000 in new funding annually and oversight of federated campaigns.
- Re-imagined, re-energized and revived African American programs and their volunteer supports to reach 25,000 people with educational and awareness activities.
- One of 10 employees nationwide tapped for Field Marketing Advisory Team. Led market into social media via MySpace.

GREATER DETROIT AREA HEALTH COUNCIL | DETROIT, MI | (2006 - 2007)

Vice President, Communications & Corporate Affairs

- Responsible for marketing communications, media relations and membership relations activities.
- Worked with consultant staff to develop and implement Save Lives Save Dollars initiative marketing plan.
- Media coordination included coverage for U.S. Department of Health and Human Services Secretary visit.
- Coordinated annual Health Futures conference, raising approx. \$45K, cutting costs by 34% for a 121% ROI.

UNITED WAY FOR SOUTHEASTERN MICHIGAN | DETROIT, MI | (1999 – 2006)

Director, Brand Identity & Communications (2004-06); Marketing Director (2003-04), Communications Director (2002-03), Assistant Director (1999-2002)

- Directed brand and marketing communications activities to position \$65-million nonprofit as regional leader in creating positive community change. Budget oversight duties. Supervised 6-14 employees. Completed over 200 projects yearly.
- Assessed market research, industry trends and interdepartmental objectives to create targeted plans. Conceived and developed United Way Message Book and staff training component to communicate new brand and key messages. Monitored brand standards. Staff liaison to ad agencies. Developed implementation plan for 2-1-1 helpline launch.
- Speech writer for CEO, COO, and annual Torch Drive campaign chairs (typically Big Three Automaker executives).
- Coordinated annual UW/NFL Hometown Huddle activities: Detroit Lions awarded Best Use of a Diversity Theme by the World Sports Humanitarian Hall of Fame for the 2001 event, “America Unites: Youth Forum,” following 9/11 tragedy.

DETROIT METRO CONVENTION & VISITORS BUREAU | DETROIT, MI | (1994 – 1999)

Senior Editor (1998-1999), Internet Marketing Specialist (1996-97), Staff Editor (1994-95)

- Coordinated editorial content, including CEO speeches, monthly newsletter, and major marketing collateral.
- Created, built, titled and maintained the DMCVB’s first web site at visitdetroit.com.
- Supervised A/V material distribution, maintained photo library, and monitored A/V budget. Managed freelancers.
- Employee of the Year, 1998. Outstanding Performance Award (June and August 1995). 1994-95 Annual Report, IABC Honorable Mention (Annual Report 1-3 color category).

EDUCATION, CERTIFICATIONS & AFFILIATIONS

EDUCATION

- Master of Science in Management, Strategic Leadership concentration, Walsh College (in progress)
- Bachelor of Journalism, Broadcasting, University of Missouri-Columbia School of Journalism

TRAINING & CERTIFICATIONS

- Inaugural Cohort: Arts Leaders as Cultural Innovators, SE Michigan, “Adaptive Leadership” (2018-19)
- “Essential Epidemiologic Tools for Public Health Practice,” certificate, Johns Hopkins University via Coursera (2020)
- Michigan ACE (Adverse Childhood Experiences) Master Trainer (2018)

AFFILIATIONS

- Member, Delta Sigma Theta Sorority, Inc. – Southfield Alumnae Chapter
- Board Member, Alternatives For Girls (September 2017-present)
- Trained, Court Appointed Special Advocate (CASA), Oakland County Circuit Court-Family Division (2017-18)
- Author, Montlake Romance (2007-present)