

# BERNADETTE JACOBS

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## PROFESSIONAL SUMMARY:

Innovative and strategic marketing operations leader with over 15 years of experience in developing and implementing growth strategies, aligning with executive goals, managing cross-functional teams, and improving business processes in high-paced environments.

## CORE COMPETENCIES

- **Strategic Marketing Operations:** Skilled in managing marketing processes, data-driven funnels, and operations using strategic models, focusing on driving team alignment and executing go-to-market strategies. Advanced skills in brand messaging, content strategy, and automation tools.
- **Executive Leadership & Communications:** Expertise in organizational capacity building, strategic planning, and CRM management. Strong capability in advising senior management to align strategic initiatives with business objectives.
- **Business & Operational Planning:** Expertise in strategic goal setting, budget management, and enhancing business processes through innovative technology solutions.
- **Team Leadership and Development:** Proven track record in managing direct reports, teams, and volunteers, including managers and staff in dotted-line roles. Experienced in training teams and deploying cross-functional applications and business tools.
- **Process Improvement:** Extensive experience in initiating and mobilizing new business processes, optimizing operational efficiencies, and leveraging technology to meet evolving business needs, ensuring comprehensive and cohesive resources are available for cross-functional collaboration.

## PROFESSIONAL EXPERIENCE:

### Director of Communications & Development

HERO House NW, Bellevue, WA — December 2021-Present

- Developed comprehensive multi-channel marketing and communications strategies aligned with nationwide agendas, enhancing brand identity and stakeholder engagement.
- Spearheaded the adoption of new CRM and project management tools, enhancing operational efficiency and team collaboration across teams in multiple locations.
- Oversaw the development and implementation of strategic plans, KPIs, and SOPs, driving a 32% increase in web traffic and a 64% rise in social media engagement.
- Mobilized \$720,000 in funding through innovative development strategies and events, supporting sustained organizational growth.

### Head of Communications & Digital Systems

Public Defender Association, Seattle, WA — September 2019-June 2021

- Developed and executed public policy campaigns, providing strategic advisement to executive leadership on operational efficiencies and market positioning.
- Led digital infrastructure projects, including CRM mapping and intranet overhauls, improving data accessibility, project tracking, and internal communications platforms, significantly improving process alignment and data utilization.
- Facilitated strategic planning and alignment of marketing operations, resulting in a 140% increase in web traffic and successful legislative advocacy.

### **Strategic Communications & Development Consultant**

Mobilink Telecom & Independant Consult— January 2015-September 2019

- Consulted on strategic planning, digital marketing initiatives, and operational structuring. Led the deployment of new digital tools and systems for nonprofit clients, enhancing their operational capacities and securing \$1.6M in funding for a new corporate foundation.
- Designed and implemented comprehensive brand and marketing strategies, including digital transformations and rebranding efforts across multiple platforms.

### **Development Director | Executive Director**

Island Hospital Foundation, Anacortes, WA — September 2007-August 2014

- Oversaw major gifts and capital campaigns, raising over \$5M. Implemented new donor management systems and led strategic planning sessions, improving stakeholder engagement and fund management practices.
- Directed a \$800k+ budget and multiple teams, achieving significant improvements in data management and donor engagement, leading to a 22% increase in new donors.
- Provided regular status reports to executive leadership and stakeholders, including public commissioners, department heads, medical staff, and community liaisons.

### **Programs, Operations & Marketing Manager**

Giant Campus, Inc., Seattle, WA — Oct 2006-Sep 2007

- Led operational and marketing strategies, introducing new project management systems and digital marketing campaigns. Increased volunteer engagement and program funding.
- Developed capacity-building initiatives, including training programs, working groups, and retention campaigns resulting in a 28% increase in staff retention.

## **EDUCATION**

University of Washington, BA - Society, Ethics & Human Behavior, 2006

Certificates: Digital Marketing (eCornell, 2021), Strategic Storytelling (eCornell, 2020), Organizational Leadership (Northwestern University, 2018), Nonprofit Management (eCornell, 2014)

## **PROFESSIONAL AFFILIATIONS**

Bellevue Breakfast Rotary Club - Member, Past President of Anacortes Rotary  
Chambers of Commerce Member - Bellevue, Redmond, Seattle, Bothell, Newcastle