



# BERNADETTE JACOBS

STRATEGIC DEVELOPMENT AND COMMUNICATIONS LEADER

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To Whom It May Concern,

With over 16 years of experience in nonprofit development, communications, and strategic planning, I have cultivated a proven track record of driving revenue growth and delivering measurable results across various sectors. My expertise lies in creating robust, data-driven fundraising strategies, building organizational infrastructure through meticulous project management, and developing compelling narratives that align with organizational goals.

At HERO House NW, I have played a key role in leading the organization's annual fundraising programs and coordinating efforts across four Clubhouses to meet a fundraising target of \$2.5 million. I've established comprehensive individual giving programs, built a strong pipeline for major gifts, and leveraged partnerships to bolster corporate and foundation giving. Through these efforts, we have successfully strengthened state and municipal grant funding. Additionally, my work in advocacy has yielded over \$2 million in grant funding from private, corporate, and government sources, including large Commerce grants.

Previously, in my role at the Public Defender Association (PDA), I developed and executed cutting-edge communications strategies, including the creation of digital content and media that amplified our advocacy initiatives. I also built key relationships with legislators, coalition members, and journalists, positioning PDA as a leading voice in policy change and expanding our visibility and impact both locally and statewide. I have also worked as a consultant, helping clients enhance digital outreach, secure funding, and build sustainable growth strategies. For example, I secured \$1.6 million in funding for a new corporate foundation through strategic planning, digital marketing, and organizational restructuring.

At the Island Hospital Foundation, I led a series of high-impact fundraising initiatives that raised over \$5 million through various fundraising strategies. I worked closely with the community to foster strong partnerships, manage board and volunteer engagement, and provide regular updates to stakeholders, including public officials and medical staff. These efforts resulted in sustainable revenue growth and a stronger organizational foundation.

I am confident that my experience and commitment to securing high-impact funding, building donor pipelines, and aligning strategic fundraising efforts with organizational goals will make me a valuable asset to your team. I look forward to the opportunity to discuss how I can contribute to your mission.

Kindest Regards,

BERNADETTE JACOBS

bernadette@bkjacob.com

(425) 405-0323



# BERNADETTE JACOBS

STRATEGIC MARKETING LEADER

## CONTACT

 (425) 405-0323  
 bernadette@bkjacob.com  
 10700 NE 4th St. Bellevue, WA 98004  
 Bernadette Jacobs / bkjacob

## EXPERTISE

Brand Development & Core Messaging  
Marketing Operations  
Thought Leadership Strategy  
Internal & External Communications  
Program & Project Management  
Digital Graphics & Web Design  
Crisis & Leadership Communications  
Digital Infrastructure & CRM Development  
Multi-channel Content & Marketing Strategy  
Board Governance & Reporting  
Special Events Management  
Earned media & Stakeholder Strategy  
Industry & Product Research

## 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

## PROFILE

Innovative development and communications strategist with a proven track record of driving revenue growth and delivering measurable results across various sectors. My expertise lies in creating robust, data-driven fundraising strategies, building organizational infrastructure through meticulous project management, and developing compelling narratives that align with organizational goals.

## WORK EXPERIENCE

### Director of Communications & Development

HERO House NW December 2021-Current

- 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 over \$2M in funding through innovative development strategies and events, supporting sustained organizational growth.

### Communications & Digital Systems Coordinator

Public Defender Association 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 Independent Consultant Jan. 2015 - Sept. 2019

- Designed and implemented comprehensive brand and marketing strategies, including digital transformations and rebranding efforts across multiple platforms.




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## 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.

- 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.

### Executive Development Director

Island Hospital Foundation

Sept. 2007 - Aug. 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.

Oct. 2006 - Sept. 2007

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

## SERVICE, TRAINING & ENGAGEMENTS

### Facilitator / Speaker

- Engaging Your Board in Fundraising, CFNPS Regional Conference - 2014
- Cause Marketing & Development, AHP WA State Conference - 2013
- Strategic Nonprofit Branding & Communications, AHP WA State Conference - 2012

### Additional Certifications

- CFRE - 2014 (expired) Certificates: Capital Campaigns, Grant Writing, Social Media, Board & Volunteer Development, Budgeting & Financial Statements

### Service & Affiliations

- Bellevue Breakfast Rotary Club, Past President Anacortes Rotary
- Chamber of Commerce Member: Bellevue, Newcastle, Seattle, Bothell, Issaquah



# BERNADETTE JACOBS

STRATEGIC MARKETING LEADER

## REFERENCES



**JAMES WIRTH**

Sr. Director, Strategy & Growth Marketing  
Citation Labs | Seattle, WA



(425) 405-0323



jameswirth@live.com



James Wirth



Letter of recommendation



**KEVIN MEENAGHAN**

Executive Coach, Ret. Commanding Officer  
US Navy, Anacortes, WA



(360) 391-2846



kevin@wardroomsuccess.com



Kevin Meenaghan



Letter of recommendation



**JOCIE SLEPYAN**

English Composition Professor  
Skagit Valley College | Mount Vernon, WA



(360) 320-2606



jslepyan@gmail.com



Jocie Sleyan



Letter of recommendation



**TERI CHADWICK**

National Director of Development  
Clubhouse International | Seattle, WA



(212) 583-1275



tchadwick@clubhouse-intl.org



Teri Chadwick



Letter of recommendation



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## WORK STYLE & PERSONALITY

MYERS BRIGGS / 16 PERSONALITIES

# ENFJ

## PROTAGONIST

ROLE: DIPLOMAT / IDEALIST / ENVISIONER / MENTOR / GIVER

### STRENGTHS

*Tolerant, Reliable, Charismatic, Altruistic, Natural Leader*

*"Charismatic and inspiring leaders, able to mesmerize their listeners, Protagonists are genuine, caring people who talk the talk and walk the walk, and nothing makes them happier than leading the charge, uniting and motivating their team with infectious enthusiasm. "*

### WEAKNESSES

*Overly Idealistic, Too Selfless, Imposter Syndrome, Sensitive, Struggle with Tough Decisions*

## BEST CAREERS:

*Altruistic and communications careers with strong social and mission/values focus. Examples include social work, counseling, advising, marketing, creative work, teaching, religious work, leadership, and consulting.*

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