

# Alexandrea J. Ravenelle

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## Recent Consulting Experience:

- White paper and presentation development for The Epilepsy Foundation's Harris Interactive survey of teen attitudes
- White paper and presentation development for The Epilepsy Foundation's *Seizures & You: Take Charge of the Facts* program
- Researched, edited, wrote and formatted The Epilepsy Foundation's *Job Guide* for individuals with epilepsy
- Editing and updating of *Brothers & Sisters: Just for You!*, a workbook for siblings and families of children with epilepsy
- Project management and editing for California Association of Nonprofits bi-monthly *Alert* magazine and monthly *Nonprofit Neighborhood* e-newsletter
- Website content development for The Epilepsy Foundation's Teens with Epilepsy website launch
- Developed marketing recommendations (including Google AdWords strategy) and edited newsletter for Jonathan Conklin Photography, Inc.
- Created graphic identity/branding and developed website strategy and draft content for The Law Office of Zachary L. Berman
- Brochure design and development of messaging, graphic identity/branding, communications strategy, website strategy, annual appeal letters and grant proposals for Beginning with Children Foundation and charter schools
- Public relations for Stephen-Bradford Search, including blog strategy, pitch writing and ghostwriting for firm president
- Pitch development and media outreach for Howard-Sloan Professional Search

## Work Experience:

GlobalFluency, New York, NY

*Director*, 2007--2008

- Managed public relations teams for eDiets.com, Partsearch Technologies and the Freeplay Foundation
- Developed communications strategies, wrote pitches and press releases and actively pitched reporters and editors
- Directed development of Intelligent Market Engagement (IME) research reports for the CMO Council and publicized results through national events and media outreach
- Wrote communications plan and created strategy materials for Alcatel-Lucent thought leadership center
- Supervised teams ranging from two to four staff members at various levels within the organization

TCC Group, New York, NY

*Marketing Manager*, 2006--2007

- Developed marketing plans and managed budget for firm-wide and department-specific marketing
- Wrote CCAT marketing plan with pricing and market segmentation, supervised development and branding of [www.tccCCAT.com](http://www.tccCCAT.com) website and marketing materials, and managed ongoing marketing campaign
- Wrote, edited and managed the development of briefing papers, service statements, podcasts and newsletters (print & electronic)
- Conceptualized and led overhaul of TCC website on time and under budget
- Developed CRM database, provided staff training sessions and wrote user manual
- Supervised marketing coordinator, marketing intern, administrative assistant, temporary staff and consultants

The Elie Wiesel Foundation for Humanity, New York, NY

*Director*, 2004--2005

- Defined market and created communications strategy for The Elie Wiesel Prize in Ethics, including MTV-U partnership, viral marketing, splash page and social networking, generating a 40% increase in entries
- Conceptualized and managed re-design and rebranding of website with online giving capabilities (major source of fundraising after the Foundation lost millions of dollars in Madoff's Ponzi scheme)
- Supervised foundation communications and events including newsletter, brochure and Prize in Ethics Award
- Implemented fundraising database, wrote grant proposals and directed prospect research; successes include 2004 annual appeal letter which raised nearly \$500,000—an increase of 188% over previous appeal
- Recruited and supervised program assistant, four interns, vendors, consultants and virtual team of contest readers

## Work Experience continued:

**National Council on Economic Education, New York, NY**

*Senior Development Officer, 2004*

- Managed NASDAQ National Teaching Awards Dinner for a 75% increase in net profit from table sales
- Wrote grant proposals and solicitation letters for annual targeted appeals and prospected for new funders
- Served as writer, editor and project manager for quarterly newsletter, gala event program and special publications

**Columbia/ Boone County Community Partnership, Columbia, MO**

*AmeriCorps Promise Fellow for Volunteer Recruitment and Event Planning, 2002--2003*

- Recruited, organized, and supervised 323 youth volunteers (129% of goal) through innovative volunteer projects
- Created, organized and promoted Lasagna with Love and Pizza with Pizzazz events
- Developed presentations and conducted outreach to local schools, religious groups, community organizations and businesses in order to secure 120 promises of support (1200% of goal)

**Women's and Gender Studies Dept., University of Missouri, Columbia, MO**

*Communications & Publicity Research Assistant, 2001--2003*

- Assisted with planning, budgeting and marketing of Women's History Month receptions and speakers
- Designed fliers, brochures and all Women's History Month promotional materials

## Relevant Teaching Experience:

**St. Joseph's College, 2011 – current**

**University of Louisiana at Monroe, 2010 – current**

**CUNY: Hostos Community College, 2010 -- current**

**Yeshiva University's Stern College for Women, 2005 – current**

**Southern New Hampshire University Online, 2008 – 2010**

**Hofstra University, 2005**

**SUNY: Fashion Institute of Technology, 2004**

**Metropolitan College, 2004 – 2005**

*Introduction to Sociology; The Family; Social Problems*

*Social Problems; The Family; Intro to Sociology*

*Introduction to Sociology*

*Introduction to Sociology; Ethnic Groups in the US;*

*Special Topics: Race, Class and Gender*

*Introduction to Sociology; Sociology of Gender*

*Women and International Development*

*Introduction to Sociology*

*Critical Thinking and Writing; Cross-Cultural Values*

*and Ethics; Theories of Learning and Cognitive*

*Development*

## Education:

**CUNY Graduate Center, New York, NY**

2011 SOC 82800: Food, Culture & Society (non matriculated student)

**University of Missouri, Graduate School, Columbia, MO**

MA in Sociology with Graduate Minor in Women's and Gender Studies, 2003

Thesis: *Ideological Work, Religious Practice & Feminism among Modern Orthodox & Southern Baptist Women*

**University of Missouri, School of Journalism & College of Arts and Science, Columbia, MO**

BA in Interdisciplinary Studies: Journalism, Sociology and Women's Studies, 2001

## Personal:

- Former reporter for *The Lexington Herald-Leader, Greensboro News & Record* and *The Huntsville Times*.
- Currently working on *Breathing Underwater*, her memoir detailing a year of surviving a series of tragedies, optimistic and confident.