

STACEY A. McNEILL

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SUMMARY: Marketing communications professional with a broad range of skills including event management, website development and maintenance, social media engagement, community outreach, writing and editing, media relations, promotional partnership development, and non-profit database management

WORK EXPERIENCE:

Communications Consultant

2010 to Present

- Managed website development for Rockville Presbyterian Fellowship, McNeill Real Estate Services, DeNova Rentals, Slow Food Solano, Moraga Motors, Kinder's BBQ Fairfield, Emerson Ranch Oakley
- Social media management, copywriting and editing for a variety of clients.

Mission Dolores Academy, San Francisco

Top Chefs Benefit Luncheon Consultant

December 2015 to Present

- Recruit, train, and manage volunteers for the school's primary fundraising event
- Provide planning and logistics support

Senior Development Associate

July 2012 to August 2015

- Coordinated events including annual benefit luncheon featuring James Beard award winner Charles Phan and other top San Francisco Chefs, raising more than \$900,000 in 2017 alone
- Managed development and maintenance of new website, mdasf.org, initiated and managed social media presence and other aspects of online marketing
- Supervised video production and photography, including team from sponsor Dignity Health for their national "Great Kindness Challenge" campaign
- Supported 22-member board of directors with communications, meeting preparation, and operations
- Co-managed re-branding project, with development of new logo, annual report, updated brochures and other promotional materials
- Supported donor database entry, updates, acknowledgment process, and communications
- Completed donor database conversion to Raiser's Edge software

NorthBay Healthcare, Fairfield, California

Public Relations and Marketing Independent Contractor

2000 to 2017

Public Relations Representative

1993 to 2000

- Contributed to success of NorthBay Healthcare Ride to Defeat Diabetes event by increasing community engagement with vendor, sponsor and volunteer recruitment and supporting marketing efforts
- Contributed to development of new website, creating content through organization-wide collaboration
- Served as publicity chairman for Solano County Memory Walk benefiting the Alzheimer's Association, and coordinated efforts with Jelly Belly Candy Company in Fairfield
- Wrote and secured placement for feature stories, news releases and columns including story pitched to launch Hospice Senior Wish program which was covered by Sacramento's Fox 40 News
- Collaborated on development of *Day for Women* Health Conference — scheduled and coordinated participation of physicians and other speakers, and managed publicity/advertising campaigns, social media updates and online registration
- Planned and managed public events including health fairs, chairing committees of more than 25 hospital department representatives
- Coordinated opening events for new wing of hospital, organized two-hospital anniversary celebration including run, bike tour, health fairs at two locations
- Produced publications including *Wellspring* and other newsletters and marketing collateral

NorthBay Healthcare Foundation, Fairfield, California

Publicity Chairman, Solano Wine & Food Jubilee benefit for NorthBay Hospice 1995 to 2009

- Managed publicity and marketing campaigns, contributing to more than \$400,000 raised annually
- Negotiated media sponsorships resulting in county-wide ad placement and radio campaign at no cost to organization
- Managed production of tabloid inserted in all local papers including story development, photography, writing and editing. Wrote and placed articles to promote the event and educate the community regarding NorthBay Hospice & Bereavement services
- Served in other capacities as needed, recruiting and coordinating participation of wineries, restaurants, sponsors and other donors

Mumm Napa Valley, Rutherford, California

1987 to 1991

Marketing Coordinator

- Assisted with promotions and publicity to develop the Mumm Cuvée Napa brand
- Managed dissemination of media information and wine review program. Catalogued and analyzed press clippings and developed reports to target future marketing efforts
- Scheduled speaking appearances and coordinated travel details
- Collaborated with general manager and winemakers to develop tasting notes and story ideas

COMPUTER SKILLS:

- Experienced with Microsoft Office applications and working knowledge of Adobe Creative Suite including Adobe InDesign, Photoshop, and Illustrator
- Experienced with website content management systems including WordPress, Drupal and Squarespace with basic understanding of HTML
- Donor database system experience with Raiser's Edge and Telosa Exceed software

EDUCATION:

Certificate in Integrated Marketing Strategies & Internet Marketing (12 CEU's)

University of San Francisco Online Education

Bachelor of Arts degree in Public Relations, Minor in Marketing

San Jose State University (graduated with honors)

Continuing education in Adobe computer applications, nutrition and fitness

Solano Community College

ADDITIONAL ACTIVITIES:

- Member, Public Relations Society of America
- Leadership committee member and volunteer with Slow Food Solano: Website redesign and Facebook page implementation/management, email marketing, coordinate fundraising and membership events
- Rockville Presbyterian Fellowship webmaster and communications committee member
- Member, Chi Omega National Women's Fraternity
- Previous volunteer activities include Fairfield-Suisun Produce Pipeline leadership, Cub Scout leader, Rodriguez High School band booster board member

FOR ADDITIONAL INFORMATION: Visit [linkedin.com/in/staceyanmceill](https://www.linkedin.com/in/staceyanmceill) or <https://staceymceill.com>