

MICHELLE MARIANO

CONTACT

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PROFILE

Nonprofit leader with an extensive background in writing, editing, communications, and project management. Combining a natural affinity for language with deep knowledge of content strategy, I approach all projects story first.

My expertise is in creating narratives that connect organizations with their audiences and help them to succeed in creating a better world.

EDUCATION

University of Houston

PhD, Literature and Creative Writing
Presidential Fellowship, 2011–2013

New Mexico State University

MFA, Creative Writing
Minority Teaching Fellowship, 2006–2007

Bryn Mawr College

AB, English with Creative Writing concentration
Minors in photography and Africana studies
Year of coursework at Goldsmiths, Univ. of London

MANAGEMENT EXPERIENCE

Executive Director

ArtWorks for Freedom, 2021 – Present

Guide overall activity of nonprofit dedicated to using the arts to transform public perceptions; educate individuals, communities, and policymakers; and inspire action to eradicate human trafficking and exploitation. Executive responsibilities include oversight of programs, development, communications, financial management, stakeholder relations, technology, strategy, and compliance.

Principal, Editorial & Brand Strategy

Digital Born, 2009 – Present

Collaborate with nonprofit clients to create and unify brand story and communications. Enable meaningful interaction with audiences by focusing on information that is relevant to them, presented in ways they understand.

- For the Annie E. Casey Foundation (Baltimore, MD), deliver strategic communications that convey the Foundation's messages and priorities; research, plan, and develop storylines and write copy for the Casey blog and website; manage production of editorial projects.
- Provide developmental and copy editing services specializing in fiction and the social sciences for various publishers (Penguin Random House, Graywolf, MIT Press, Slate).

Development Communications Officer

Houston Grand Opera, 2013 – 2014

Managed all departmental communications, including grant proposals and reports and content for the company magazine (circ. 25,000), the donor newsletter (circ. 3,000), and the website.

- Developed and implemented the donor communications plan for the final year of *Inspiring Performance*, the most ambitious fundraising effort in the history of Houston performing arts. The campaign exceeded its \$165 million goal, raising \$172.9 million (69% from new donors).
- Wrote grant applications and proposals that generated more than \$6 million in institutional support for all company activities, including operations, main stage productions, and community and education initiatives.
- Improved team's efficiency by instituting the first-ever departmental knowledge repository, including proposal templates, program fact sheets, and a "story bank" for use in donor relations.

Director of Communications & Strategic Partnerships

Global Alliance for Arts & Health, 2009 – 2013

Produced print and online communications for marketing, development, membership, and partnership programs. Led in the planning, budgeting, development, implementation, and evaluation of corporate-, foundation-, and government-sponsored programs, exhibitions, and professional development initiatives.

- Administered two signature regranteeing programs (annual budget: \$400,000); grew number of applicants by 20% over three years by streamlining application process and refining program design and guidelines.
- Designed and secured funding for 1–2 programs each year (avg. budget: \$50,000).

- o Expanded professional-development webinar series from 8 to 12 sessions per year; increased enrollments by 20%.
- o Supervised the creation of an online artist registry with work-sample upload capability.
- o Developed Marketing Boot Camp, an NEA-sponsored, full-day workshop focusing on effective marketing strategies for small to midsize arts nonprofits, which earned an average overall rating of 4.9/5.0 from 43 participants.

Director of Journals

Heldref Publications, 2008 – 2009

Supervised an editorial staff of 13 (deputy director, managing editors, proofreaders, and interns) to produce a portfolio of 18 scholarly, peer-reviewed journals in the humanities and social sciences.

- o Promoted to director after 2.5 months as deputy director.
- o Hired and trained four new employees (deputy director and three managing editors); implemented a quarterly schedule of professional development activities for all staff.
- o Co-led a successful organization-wide initiative to bring 37 titles on track after several years of publishing behind schedule.
- o Managed staff and publications after organization's acquisition to ensure smooth transition to new ownership.

Development & Events Manager

La Sociedad para las Artes, 2006 – 2008

Wrote and edited grant proposals, program materials, press releases, and marketing collateral for university-based arts organization. Managed special events from planning through execution.

- o Coordinated 12 committees of 35 volunteers to produce the 2007 Writers' Harvest Hunger Benefit, which drew an audience of 300 (the largest in the event's 15-year history) and raised more than \$17,000 from community members for Casa de Peregrinos, the Las Cruces food bank.
- o Led publicity efforts for monthly visiting writer series to increase overall attendance by 25%.

Editorial Production Manager

Random House, Inc., 2002 – 2005

Managed a rotating portfolio of 20 titles; proofread and edited projects from manuscript to bound book/ebook; reviewed jacket art and copy from mechanical to final proof.

- o Maintained a high level of accuracy on multiple, simultaneous projects; promoted from associate to manager after one year.

TEACHING EXPERIENCE

MICA (Maryland Institute College of Art), 2018 – Present

- o Frameworks in Humanistic Studies
- o Genre Experiments
- o Intermediate Fiction Workshop
- o Contemporary Fiction

Bucknell University, 2021

- o Arts Leadership

University of Baltimore, 2018

- o MFA Creative Writing Thesis Workshop

New Mexico State University, 2005 – 2008

- o Advanced Rhetoric and Composition
- o Poetry Workshop
- o Introduction to Film Studies
- o Contemporary Fiction

COMPETENCIES

Technology

Software/Apps: MS Office, Adobe CC (InDesign, Photoshop, Illustrator), QuickBooks, Zoho, Basecamp, Scrivener

CMS/CRM: WordPress, Joomla, Drupal, Blackboard, Canvas, Tessitura, Salesforce, Highrise

Communications/Marketing: MailChimp, Constant Contact, HootSuite, SurveyMonkey, Google Analytics, Google AdWords

Social: Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Whatsapp, Snapchat, TikTok

Style Guides

Chicago, MLA, AP, GPO, APA

Languages

Spanish (proficient)
French, Swahili (basic)

SERVICE

Village Learning Place,
Development Consultant,
2016–2020

Gulf Coast, Reader, 2012–2014

DC Commission on the Arts
and Humanities, Grant Review
Panelist, 2013

Puerto del Sol, Assistant Editor,
2005–2008

Writers in the Schools, Creative
Writing Teacher, Vista Middle
School, 2006–2007

The Momentum Project, Meal
Service and Delivery Volunteer,
2002–2005