

DOUG WEINBRENNER

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PROFILE

Nearly 10 years' experience in health communications and senior level management, with specialized expertise in creating social solutions using innovative marketing and web technologies. Combine cross-functional expertise in:

Strategic Communication Planning • Web Content Strategy • Social Media Integration
Organizational and Project Leadership • Community Relationship Cultivation

PROFESSIONAL EXPERIENCE

National Director of Marketing and Awareness
PKD Foundation

06.09 – 03.10
Kansas City, MO

Led marketing, public relations and online communications for organization dedicated to curing polycystic kidney disease (PKD), increasing awareness and resources to treatment and cure PKD.

- **Marketing:** Directed three-person marketing and public relations team, spearheading efforts to expand national organization both in the U.S. and abroad. Formulated, directed and coordinated marketing ideas, concepts, activities and policies, working with staff and third-party advertising agency. Developed and evaluated marketing strategy based on objectives, market characteristics and cost factors.
- **Program Management:** Developed and managed marketing program, tracking performance and results. Managed advertising and marketing budget, including oversight of public relations and advertising agency vendors. Evaluated website traffic and use, developing new online strategies to reach target audience. As part of senior management team, participated in strategic planning and quality assurance.
- **Communications Management:** Oversaw internal and external communications, including organization's websites, social media platforms, e-newsletter and quarterly magazine with circulation of 40,000. Produced year-end reports, web content and print materials. Implemented constituent relationship management (CRM) strategies.

Key Accomplishments:

- Completely redeveloped organization's online presence, redesigning and repurposing corporate website, created internal website for staff communication. Discontinued major media advertising in favor of more targeted, crowd sourcing efforts that cultivated and expanded an impassioned online community by 300%.
- Participated in funding development, securing over \$150,000 of revenue for value-added sponsorships on highly visible web and print marketing assets.

Web Content Strategist
Office of HIV/AIDS Policy, Department of Health & Human Services

11.08 – 03.09
Washington, DC

Served on cross-functional team for the redesign of a technologically intensive website for AIDS.gov which serves as the lead resource for all federal HIV/AIDS information and initiatives.

- **Research/Data Compilation:** Researched and evaluated all existing HIV/AIDS information available on federal agency websites. Provided content inventory, to create comprehensive and innovative resource for HIV/AIDS information. Participated in meetings with a range of federal agency stakeholders to gather and prioritize information, develop objectives, goals, and timelines.
- **Website Design:** As subject matter expert, determined and recommended most effective method of information delivery. Assisted in the architecture of the website wireframe. Consulted on web and media strategies, including blogs, podcasts, videos and other social media applications, ensuring design and content meet all policies, standards and best practices, as well as usability goals.
- **Content Development:** Wrote and developed content for public users, ensuring information and tools were audience appropriate, clearly organized, of high visual quality and customer-friendly.

Director of Client Services
Good Samaritan Project

06.02 – 03.09
Kansas City, MO

Provided program oversight and organizational leadership for nonprofit HIV/AIDS-service organization. Directed Client Services, back-to-work assistance, mental health counseling, financial and transportation assistance and volunteer services, serving over 2,000 clients annually in 11 counties.

- Program Management: Directed client services staff providing oversight for delivery of services, ensuring integrated access to primary medical care. Developed and followed outcome-based strategic plan, establishing goals and performance metrics and measuring progress. Ensured programs met contract and grant requirements for funding.
- Funding Oversight: Developed and managed over \$2 million in contracts with funding from private, state and federal sources. Tracked spending and authorized all expenditures. Identified potential funding sources, wrote grant applications independently and collaboratively. Planned and coordinated major fundraising events. Designed and implemented e-commerce strategies.
- Communications/Outreach: Established partnerships with private companies, government agencies and community service organizations. Coordinated cause marketing campaigns, collaborating with local businesses, advertising agencies and media organizations. Created and administered web initiatives including social networking platforms, as well as the design and development of organizations website. Provided media relations including radio interviews and press releases for print & television news outlets.
- Advocacy: Participated in local and state lobbying efforts. As member of Ryan White Finance Committee, participated in the prioritization and allocation of over \$20 million in federal funding.

Key Accomplishments:

- Following reduction of funding, reorganized department, saving \$100,000 annually. Streamlined service delivery, consolidating responsibilities and reducing staff. Developed new mission and vision.
- Developed and implemented web initiatives, including social networking (Twitter, Facebook, MySpace and Ning), website redesign and e-commerce site for micro-fundraising.

Director of Consumer Services
Mental Health Association of the Heartland

07.01 – 06.02
Kansas City, KS

- Program Management: Oversaw direct client services for individuals with severe and persistent mental illness for local chapter of national nonprofit organization. Directed receipt of social security income on clients' behalf and payment of living expenses (rent, utilities) and health and wellness services (drug rehabilitation, health clinics), serving 300-400 clients annually. Supervised direct service and administrative staff and developed relationships with community service organizations.

EDUCATION

Master's degree, Public Administration, University of Missouri-Kansas City, Kansas City, MO, 2006-2009
Master's degree, Counseling, Missouri State University, Springfield, MO, 1998-2001
Bachelor's degree, Psychology and Marketing, Evangel University, Springfield, MO, 1993-1997

TECHNOLOGY / COMPUTER PROFICIENCIES

- Strong computer skills including demonstrated experience in Microsoft Windows, Apple software, Google Applications, and knowledge of graphic design applications including Adobe Creative Suite
- Experience with content management systems, user-centered Web design, information architecture, search engine optimization (SEO) and search engine marketing (SEM); with understanding of HTML and web analytics
- Experience with implementing Section 508 compliant web-based communications and print materials

PROFESSIONAL DEVELOPMENT

- Conference Planning Committee Member, CDC National Conf Health Comm., Marketing and Media
- Corporate Branding and Social Media Advisor, Nonprofit Connect
- Social Media Developer, United States Conference on AIDS
- Board of Directors, Kansas City Creative, Inc.

PROFESSIONAL MEMBERSHIPS

- American Advertising Federation
- International Assoc Business Communicators
- Cause Marketing Forum
- Nonprofit Technology Enterprise Network
- Young Nonprofit Professionals Network