

# Linda Morales

## CMO for Nonprofits

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### Mission-driven marketing leader amplifying purpose through data and storytelling

CMO with 15 years of nonprofit and foundation marketing experience. Skilled in donor engagement, advocacy campaigns, and grant writing. Experienced in leading cause-based marketing teams across education, climate, and housing.

## Key Skills

- Advocacy marketing
- Annual fund campaigns
- Community engagement
- Donor communication
- Fundraising strategy
- Grant communications
- Impact storytelling
- Media outreach
- Partnership building
- Volunteer recruitment

## Professional Experience

Chief Marketing Officer | Together Housing Network, Minneapolis, MN | April 2016 – Present

- Increased annual donations by 60% over five years through audience segmentation and multichannel storytelling
- Led brand refresh to align with expanded mission and improved donor retention by 25%
- Managed \$2M budget and 15-person outreach and creative team

Marketing Director | Urban Roots Alliance, Minneapolis, MN | June 2010 – March 2016

- Designed social media campaigns that led to national press coverage
- Trained local staff on digital storytelling best practices

## Education

Bachelor of Arts (B.A.) in Journalism, May 2009 | University of Minnesota, Minneapolis, MN