

|Erin E. Brownback|

|Education|

Arizona State University *Present*
PhD work in Social Transformation

Carnegie Mellon University *2005 - 2006*
Master's of Rhetoric and Discourse
GPA 3.90

Westminster College *1994 - 1998*
Bachelor's of Arts: English
Minors: Secondary Education and Religion
Concentration: Theater
GPA 3.83

|Experience|

Marketing and Communications Consulting *2014 - Present*
Consultant

- Ran communications campaigns for the Religious Freedom Restoration Act, bathroom bills, and political races for the Family Policy Council of West Virginia
- Developed messaging strategies and action items in the areas of marriage, life and religious liberty for the Attorney General of Texas
- Worked with Protecting Women's Rights to develop a business plan and communication strategy to support a potential Supreme Court Case to overturn Roe v. Wade
- Wrote successful 1,000 page applications for accreditation for the University of Arizona's College of Medicine - Phoenix
- Developed pro-life messaging for Congress
- Produced communication and branding strategies, website content, video scripts, marketing campaigns, biographies, case summaries, timelines, and funding proposals for pro-life and pro-family organizations such as Americans United for Life, Students for Life of America, Save the Storks, and Pro-life Future

Alliance Defending Freedom *2012 and 2013*
Director, Marketing & Communications

- Crafted yearly marketing plans and major campaigns that integrated all aspects of communications to advance the litigation and legal advocacy work of the organization
- Partnered with the Development Department to communicate compelling stories to donors through frequent presentations, speeches, mailings and personal interaction
- Fostered key ally relationships on Capitol Hill and across the country, and equipped them with messaging, resources and research to bring unity to the framing of issues
- Conducted national quantitative and qualitative messaging testing
- Designed a \$10 M, multi-phased, national public influence campaign
- Created the organization's most highly trafficked web campaigns which garnered more than 17,000 visits a month, and 1/3 of all traffic to the site
- Introduced statement images in social media, which helped increase followers from 80,000 to 160,000 in a few months, and 235,000 over a year
- Project-managed the largest national pro-life conference with more than 2,000 attendees, which gained clients and positioned the organization as a leader in its field
- Developed rapid response plans for current events and Supreme Court decisions
- Managed employee, vendor and allied partner work
- Conducted international research and communicated organizational global efforts

Walton Consulting *2010- 2012*
Senior Consultant, Strategic Marketing

- Consulted for corporate, non-profit and political clients
- Developed and implement marketing, donor relations and communication strategies
- Coordinated the production of marketing materials to support business development
- Executed social media and public relations strategies
- Wrote and edited operational materials, business plans, budgets and policy manuals
- Participated in the creation of videos and weekly radio programs
- Trained employees to carry out long-term communication plans
- Conducted marketplace research and review of current marketing strategies

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|Activities|

Concerned Women for America

Co-founder and Leader, Philadelphia Chapter

Community Service Leader and Participant

Habitat for Humanity

The Pittsburgh Project

Light of Life Soup Kitchen

Allentown Rescue Mission

CSM Urban Mission – Chicago, IL

Azusa Pacific Outreach – Ensenada, Mexico

Scott Theological College – Machakos, Kenya

Study Abroad, Work and Missions in 25 countries

including China, India, England and Israel

Avid chess player

Read approximately one book per week

National Philanthropic Trust 2007 – 2010

Director, Marketing & Communications

- Developed a comprehensive and strategic marketing plan, resulting in 422% ROI
- Managed a \$400 K marketing budget for a non-profit that raised nearly \$3 B in assets
- Project managed the construction of a dynamic blog-based website and CMS
- Wrote and edited marketing materials, annual reports, web copy and sales kits
- Acquired global speaking engagements and coached colleagues on speaking skills
- Ran PR campaigns which repeatedly garnered more than 60 interviews in 90 days
- Product launched private-label programs and marketing for high-profile financial firms
- Created a 15,000 contacts CRM system, and a process for regular donor communication
- Introduced an on-line dashboard for internal analysis
- Reorganized workflow to link the call center, website, database and fulfillment systems
- Captured operating instructions for all systems to ensure long-term effectiveness

Valley Social Luxury Lifestyle Magazine 2007

Managing Editor

- Collaborated with publishers on editorial calendar and direction for the new magazine
- Steadily improved consistency, tone and message from issue to issue
- Interviewed, wrote articles, and edited the work of contributing writers
- Publicly represented the magazine at launch parties and charity functions

H.B. Maynard Consulting Company (now Accenture) 2006 - 2007

Consultant and Editor

- Developed, edited and improved corporate training materials
- Interfaced with clients and assisted in trainings including MOST and Lean Workplace
- Decreased client work time by designing automated communications systems
- Innovated system tools for increased time-management and referral reward programs

|Professional Development|

Online Giving Marketplaces - *Stanford Graduate School of Business, Center for Social Innovation*

Social Media Connections: Making it Work at Work - *Iris Creative Group*

Public Speaking in Public Policy – *The Leadership Institute*

Making the Headlines - *National Association of Women Business Leaders*

Marketing Dashboards 2.0 - *American Marketing Association*

Presenting Data and Information - *Edward Tufts*

Hiring Interactive Talent in the New World of Work - *American Marketing Association*

|Highlights of Qualifications|

- Communicate clearly , with confidence, poise, and diplomacy
- Motivated, creative, versatile and innovative
- Work well independently and as a member of a team
- Open to input, demonstrate wisdom and discretion
- Comprehend and synthesize quickly and accurately
- Highly organized, logical and strategic
- Attend to detail, multi-task, thrive under pressure
- Cultured, adventurous, well-traveled
- Skilled in Microsoft Office, Adobe, Salesforce, WordPress and online media platforms

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