

CHRISTINA N. KALBERG

cnkalberg@gmail.com

EXECUTIVE DIRECTOR

Senior-level Executive effectively integrating passion and in-depth skill into well-crafted operations to directly fuel multi-million-dollar revenue growth. Sharp and dynamic multi-channel strategist mapping and achieving well-defined marketing (offline and online), fundraising, operations and communications objectives, deftly aligning staff and other stakeholders.

Core Competencies:

Revenue Growth • Strategic Planning • Financial, Business Analysis • Staff Leadership
Digital Marketing Strategist • New Business Development • Integrated Multi-Channel Marketing
SEM/SEO/PPC • Creative Content Development • Public Relations • Fundraising
Social Media Strategist • Media Buying • Website Design & Development • Branding • Public Advocacy
Program Development & Implementation • Volunteer Recruitment & Management

- Identify competing values in business decisions and act with a commitment to integrity in interactions with stakeholders.
- Model organizational behavior and culture that leads to the development of trust and credibility as a leader.
- Foresighted change agent originating life-cycle business, fundraising, marketing, social media, media relations, and brand management plans, ensuring implementation through effective leadership.
- Decisive manager of \$1.5M+ budgets, staff supervision (40+), and training & development.

PROFESSIONAL EXPERIENCE

DIABETES RESEARCH CONNECTION, Del Mar, California • 2015-Present

Executive Director

Responsible for all aspects of website operations; management of grant applications and funding; development, including online and traditional fundraising; marketing (online and offline) and public relations; strategic planning; hiring staff and/or outsource tasks to vendors; budgeting, accounting, and management of funds; corporate operations, providing a full range of support to the Board of Directors and all committees, including making recommendations to the Board on a bi-weekly basis, reviewing, analyzing, summarizing, and providing information for initiatives and programs.

Select Accomplishments:

- Raised over \$1M in first eighteen months and secured \$480,000 annual Google AdWords Grant.
- Launched re-branded website nationally. Secured national media attention, including an article in *Huffington Post*.
- Increased conversions by 50% through the successful deployment of best practice digital marketing tactics.
- Increased brand awareness nationally and internationally through social media platforms (Facebook, Twitter, Instagram and LinkedIn), increasing engagement 200% in six months.
- Responsible for all creative content development and implementation across marketing channels.
- Created and currently manage \$1M funding plan; implemented a major gifts strategic fundraising program, resulting in gifts from lapsed donors and securing largest private donor for organization at \$1M.
- Developed internship program and currently manage intern(s).
- Successfully funded eleven new research projects, raising over \$500K through crowdfunding; currently, DRC is the ONLY not-for-profit, disease-specific organization using crowdfunding as a major source of funding.
- Recruit and on-board all new Board of Directors; confidently make recommendations and manage the Board of Directors in the strategic process.

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POINT LOMA NAZARENE UNIVERSITY, Point Loma, California • 2013-Present **Adjunct Professor, Fermanian School of Business (Marketing)**

Teach Principles of Marketing and Social Media/Digital Marketing to undergraduate students.

Select Accomplishments:

- The Principles of Marketing course studies of the role of marketing in the organization, in society, and in a global economy. Topics include market analysis, consumer and business marketing, product planning, pricing, distribution, promotion, and ethical issues. Special emphasis on marketing strategy formulation.
- Designed the curriculum for and teach the Social Media and Digital Marketing course. Topics include the use of social media platforms to develop customer relationships, digital elements of marketing variables, e-consumer behavior, website design and development, analytics, measurement, search engine marketing and PPC campaigns.

ANGEL FACES, Encinitas, California • 2014-2015

Executive Director

Responsible for overall direction, leadership and management of the organization including fundraising, grant writing, programs, community and public relations/marketing, day-to-day business operations, human resources, and fiscal management. Establish strong awareness in the community, engage and recognize support of volunteers, donors, strategic partners, and community leaders. Raise the profile and visibility nationally through strong programming, consistent communications and effective marketing. Promote a common purpose across the organization (Board, donors, volunteers and employees), regularly reinforcing the vision of the organization and ensuring individuals are engaged and committed to the work.

Select Accomplishments:

- Developed internship program and currently manage intern(s).
- Increased brand awareness nationally and internationally through social media platforms, increasing engagement 20% in three months.
- Created a \$1M funding plan to expand existing programs and services for youth.
- Implemented a major gifts strategic fundraising program, resulting in gifts from lapsed donors and securing largest private donor for organization.
- Apply for all grants, approximately \$500,000+ in funding annually.
- Successfully launched first program on the East Coast, securing new donors and volunteers. Partnered with a prep school system to launch programs nation-wide.
- Managed a national media campaign, securing a feature article on Today.com.
- Recruited and on-boarded two new Board of Directors. Trained all Board of Directors on their roles and responsibilities as it pertains to fundraising.
- Confidently make recommendations, advise founder, and manage the Board of Directors in the strategic processes.

THE ELIZABETH HOSPICE, Escondido, California • 2005-2014

Public Relations and Marketing Manager (2007-2014)

Directed the organization's integrated marketing and public relations plans. Led the media relations, social media, speaker's bureau, community outreach, marketing, and work with the fundraising and volunteer departments to increase donations and volunteers. Managed the brand and ensured consistent messaging. Designated spokesperson for organization. Responsible for maintaining competitive advantage in a saturated market. Created organizational growth goals and business plans based on market research and in-depth knowledge of industry trends.

Select Accomplishments:

- Helped create a donor engagement tool with senior leadership, used to raise \$2.1M in 12 months.
- Secured partnership with the American Lung Association in California to launch COPD consumer awareness campaign in San Diego; campaign includes advertising, co-branded promotional pieces, blogs, social media strategy, speaking engagements and event sponsorships.

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- 5 blogs shared on BlogHer.com; most recent one for National Grief Awareness Day can be viewed at, <http://www.blogher.com/two-stories-grief-and-healing-honoring-national-grief-awareness-day>.
- "A Ray of Hope" article published in the April 2013 *San Diego Family Magazine*.
- Editor of award-winning consumer magazine, *Touching Lives*.
- Created a consumer app for the iPhone and Android phones.
- Doubled engaged consumers in less than four months on social media channels including Facebook, Twitter, Pinterest, and Blog through integrated marketing plans.
- Grew patient census from 250 to 500, doubling the operating budget from \$15M to \$30M.
- *San Diego Business Journal* 2011 Health Care Champion Award finalist for health care marketing.
- Defined and cemented the organizational brand, expertly integrating a single message into every aspect of the brand.
- Verified the effectiveness and strategic soundness of marketing plans through keen analysis of research data, market trends, and market share. Wrote two business plans, increasing profits for unfunded programs.
- Originated several marketing plans adopted agency-wide, directing market research through focus groups, surveys, and other key resources.

Public Relations/Marketing Coordinator (2005-2007)

Coordinated media relations, authoring copy for marketing collateral, press releases, advertising, and web content after revamping the existing site to feature a "branded" look and design. Integrated Search Engine Optimization (SEO) principles into the site; elevated its ranking from 5th to 1st.

Select Accomplishments:

- Lobbied at a national, state, and local level for hospice. Successfully launched the organization's first public advocacy program in 2006 and went to Capitol Hill in Washington D.C. in 2007 and spoke with both California State Senators and various Congressmen about hospice.
- Devised and instituted a Crisis Communications Plan, consistently preparing staff to properly execute it during quarterly training sessions.
- Created the Ambassador Program to increase the number of people in the community recommending our hospice to friends and families – staffed by 50+ volunteers.
- Captured \$1M in donations through a direct mail fundraising campaign as well as by contributing to several events held year-round, securing \$400K from one key event.
- Designed invitations for various events, attracting 100 attendees and raising \$30K.

Note: Excelled as a Marketing Assistant/Project Manager at H&P Mobile Geochemistry. Full details upon request.

EDUCATION & TRAINING

Master of Business Administration (MBA)

Point Loma Nazarene University, San Diego, California

Bachelor of Arts in Journalism/Public Relations (Summa cum Laude)

California State University, Chico, California

PROFESSIONAL DEVELOPMENT

Member of Social Media Marketing Society (U.S.)

Member of American Marketing Association (San Diego/Imperial Chapter)

Member of Public Relations Society of America (San Diego Chapter)

Social Media World Marketing Conference 2013, 2014, 2015 & 2016

Studer Group Leadership Development (2011-2015)

National Sales and Marketing Management Training (2009-2016)