

CHRISTINA N. KALBERG

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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 strategist mapping and achieving well-defined marketing, fundraising, social media, and public relations objectives, deftly aligning staff and other stakeholders.

Core Competencies:

Program Development & Implementation • Volunteer Recruitment & Management • Staff Leadership
Budget Management • Revenue Growth • Strategic Planning • Financial, Business Analysis
Training & Development • New Business Development • Integrated Marketing • Writing & Editing
Public Relations • Fundraising • Social Media Strategist • Crisis Communications • Media Relations
Website Design • Branding • Advertising • Public Advocacy • Public Speaking

- 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 crisis communications plans, ensuring implementation through effective leadership.
 - Decisive manager of \$1.5M+ budgets, staff supervision (40+), and training & development.
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PROFESSIONAL EXPERIENCE

THE 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 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 Tasks:

- Brand development and management; Graphic design and website design; Search engine optimization, link building, and Google AdWords and Grants; Email campaign and management; Social media campaign strategy and management; Copywriting
- Market research for strategy development and implementation
- National media campaign with celebrity endorsement; online ad campaign

POINT LOMA NAZARENE UNIVERSITY, Point Loma, California • 2013-Present

Adjunct Professor, Master of Business Administration (MBA) Program

Teach Healthcare Financial Management and Marketing Management to students enrolled in the MBA program.

Select Accomplishments:

- Topics covered in Healthcare financial management include: operating and capital budgets, cost-volume-profit relationships, variance analysis, time value of money, financial statements, etc.
- The marketing course examines the issues involved in organizing and operating start-up businesses and new ventures as well as the role of marketing in today's organizations. Attention is given to ethical, social, and economic problems faced by entrepreneurs and marketing managers.

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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 (2008-2014)

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
- 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.

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Public Relations Coordinator/Development Coordinator (2005-2008)

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.

COMMUNITY SERVICE

BECAUSE I CARE COMMUNITY FAIR, San Marcos, California • 2006-2014

Community Service, Marketing and Public Relations Volunteer

Organize, plan, and host event. Increased event attendance by 50% through strategic partnerships in the past two years. Publicized the event through news releases submitted to local media.

- Catapulted event attendance from 250 to 3K by crafting marketing collateral to attract families and attendees in the 30-85 year-old demographic and through a partnership with the Fire Department.

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 the American Marketing Association (San Diego/Imperial Chapter)

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

ForImpact Fundraising Training 2013

Social Media World Marketing Conference 2013

Studer Group Leadership Development (2011-2013)

National Sales and Marketing Management Training (2009-2013)