

CALLIE HIMSL

Calliehimsl.com

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HarkCreativeCouncil.com

913-602-9302

EDUCATION

South Central College

GPA 3.67

Mankato, MN

May 2004

Graphic Design

Arizona State University

GPA 4.0

Tempe, AZ

June 2020

BA Community Advocacy
and Social Policy

EXPERTISE

Project Management

Communications

Marketing

Donor Relations

Leadership

LANGUAGE

English

Haitian Creole

SOFTWARE

Proficiency in all Adobe
Creative Suite, Microsoft
Office, Monday, Slack,
Asana, variety of
fundraising platforms,
WordPress, Canva
Squarespace, G-suite

EXPERIENCE

Board Risk Committee Spring 2024 - Present

Director of Communications

- Creation and oversight of all marketing and communications digital, website, print and social
- Analyze communication performance metrics to refine strategies to support goals
- Manage client and member relations through direct and digital communications
- Oversight of webinars and conferences; creation of scripts, promotions, tech management, and speaker outreach
- Manage LinkedIn advertising campaigns, content creation, and outreach to grow brand awareness and grow audience and membership

LaPointe.Life 2019 - Present

Director of Development & Communications

- Increased donations and grew donor base significantly within the first year
- Creation and implementation of a year-round fundraising campaigns
- Facilitate projects and communications between donors and local staff, building trust, and creating sustainability
- Create and direct all marketing strategies throughout all digital and print platforms including website, email marketing and social media
- Execution and hosting of The Point Podcast; creating content, video & audio editing, script writing, and interviewing

Papillon Enterprise 2013-2018

Director of Operations & Marketing

- Served on executive team for 250+ employees and seven departments overseeing all operations
- Co-founded Papillon Empowerment 501c3, to support the holistic care of employees and the community
- Designed and launched e-commerce helping to grow the company's annual sales from \$250,000 to \$2+ million
- Developed and maintained client relations with high-profile groups and individuals such as The Clinton Foundation, Vogue, West Elm, and American Chamber of Commerce
- Facilitated Visas, and international travel for employees
- Keynote speaker in international conferences, fundraisers, and speaking engagements
- Developed and facilitated fund-raising strategies
- Worked directly with members of the community to develop holistic care by connecting them to resources, health care, micro-loans, child care, food programs etc.
- Increased donations and sales through creation, development, oversight, and implementation of all marketing strategies

Freelance & Consulting Clients Include

TOMS SHOES | WORLD VISION | SONY | ANN VOSKAMP