

Karianne Canfield

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Seasoned Marketing and Communications Leader with over 5 years of experience, known for achieving significant audience expansion, successfully guiding rebranding initiatives, and optimizing team processes. A results-driven professional who excels in advancing company missions through website development, paid and organic marketing, digital strategy, and stakeholder engagement.

PROFESSIONAL EXPERIENCE

Ukraine Aid International
Director of Marketing

Remote-International
(Contract) November 2023-Present

- Advanced end of year fundraising tactics enabling 160k raised in 1 month through organic email marketing.
- Adapted processes for transitioning storytelling from operations to content engaging funders and communities more swiftly and authentically.
- Built templated materials for email, social media, and website content enabling successful engagement.
- Supported localized community organizing events with marketing materials and event pages.

Worldwide Climate and Justice Education Week
Director of Communications

Remote-International
December 2021–Present

- Successfully initiated and executed a brand and website redesign, resulting in improved visual appeal, stronger messaging, and a more user-friendly experience.
- Championed linguistic diversity and content accessibility for a global audience, contributing to the organizations mission for extended geographic engagement.
- Led the entire organization through strategic planning sessions, shaping a clear Mission, Vision, and Goals.
- Orchestrated a remarkable audience growth, expanding our contacts to 5000+ in just two years, exclusively through organic marketing efforts, with a 40% open rate and 5% CTR.
- Seamlessly transitioned the team to a new CRM system, programming new tags, filters, and historical analytics to enhance data management.
- Trained staff on the new database and its features, ensuring a smooth work transition.
- Implemented standardized data collection and analytics reviews, enabling data-driven strategy adjustments.
- Delegated work across 4 graduate interns, a team coordinator, and amongst the executive team.
- Instrumental in achieving a successful 2023 Season reaching 60,000 stakeholders at 285 events across 61 countries.

Chicago Coalition for the Homeless

Manager of Digital Communications and Streetlight Chicago

Chicago, IL
April 2022 –October 2023

- Established an interdepartmental content management process, streamlining team delegation and collaboration.
- Orchestrated the team's transition to Asana and developed automations in support of team projects.
- Fostered organizational collaboration by creating an editorial calendar to guide communications strategy.
- Managed advocacy marketing efforts on Meta and Google, achieving a 4.3% CTR, 2.7% Conversion Rate, and adding 120,000 new audience members per quarter strengthening public opinion in polls supporting the organizing department's yearly goals.
- Devised yearly department budget through excel.
 - Compiled monthly regular spending and estimated one-time costs.
 - Structured marketing budget and planned quarterly advertising spend for 3 departments.

- Compared vendor contracts and market rates to advise executive team on project budget decisions.
- Directed 3 websites and 1 app with weekly content creation on WordPress and monthly analytics review through Google Analytics.
- Oversaw a full RFP, vendor selection, and project development for Streetlight Chicago App, including:
 - Organizing and leading discovery sessions with 50+ stakeholders
 - Originating development steps to align vendor and stakeholders on the product launch.
 - Cataloguing progress in monthly status reports for executive leadership and board review.
 - Designing a new brand and coordinated spending, marketing, and event planning for launch.
- Maintained 3 vendor support contracts with developers and designers to help reach team goals.
- Accelerated the redevelopment of the main brand website by providing internal stakeholders expertise on UX design and web capabilities, enabling informed decision makers.

Common Energy Impact Team,
Senior Communications Manager

Remote- US National
April 2020–June 2021

- Coached a team of 15 people to become successful advocates to educate communities on our product.
- Coordinated and executed events and communications between internal and external departments and co-brands, resulting in a 20% increase in sales through innovative lead generation strategies.
- Designed, managed, and oversaw the distribution of various content, including blogs, informational flyers, PowerPoints, speeches, workshops, newsletters, and webinars.
- Generated valuable feedback on brand voice and representation to support start-up needs.
- Collaborated in building comprehensive training and onboarding processes for team members to become educated in company product.
 - Including presentations, activities, 1:1 programming, and community building events.
- Executed program development and communications strategy, ensuring consistent language about state programs and accurate representations of offerings while upholding brand’s story.
- Managed Meta ads for our channel increasing job applicants to 200 a month.

Office of Sustainability
Office Co-Manager and Program Designer

Annandale on Hudson, NY
July 2019–January 2020

EDUCATION

BARD COLLEGE

Bachelor of Arts (Art History and Studio Art), Graduated with Honors

Annandale on Hudson, NY

CERTIFICATES & AWARDS

- Certificate in Organizing and Advocacy Leadership, 2023
- Completion of Decolonizing Data and Language, 2022
- Google Analytics, Google Ad Words, Google Search/Display/Video/Creative Certifications 2021
- Peer Motivation Award, 2019

ADDITIONAL SKILLS

Technical Skills: Digital Marketing, SEO, PPC Advertising, Email Marketing, Content Marketing, Web & Data Analytics, Website Development and Design, CRM Integrations, Graphic Design (Adobe Suite), A/B Testing, Google Analytics, Meta Ads, Email Marketing platforms (Mailchimp, Every Action, Bonterra, Action Network), Project Management platform (Asana, Monday, Trello, Jira, Basecamp).

Soft Skills: Leadership, Communication, Strategic Planning, Team and Project Management, Budget Management, Collaboration, Critical Thinking, Conflict Resolution, Attention to Detail, Presentation and Public Speaking.

Industry Skills: Brand Development, Stakeholder Engagement, Public Relations, Crisis Management, Market Research, Event Planning, Advocacy Marketing, Non-Profit experience, Start Up experience.