

ANN-MARIE MEACHAM

408-348-0633

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1350 Dell Avenue, Suite 203• Campbell, California 95008

SKILL SUMMARY

- Over ten years of experience in developing content for articles, pr materials and brochures to help nonprofits, local government and private organizations stand out from the crowd
- Strong interpersonal abilities and capacity to effectively communicate with all constituency groups
- Strategic thinker and successful self-starter with outstanding ability to multi-task in a deadline-driven environment

PROFESSIONAL EXPERIENCE

TREND COMMUNICATIONS, Campbell, California **Principal**

2006 - Present

- Oversee and implement marketing strategy, including content development, editing and review of various marketing materials, such as website, brochures and key collateral for firm and outside clients
- Cultivate effective marketing programs, including electronic marketing methods, through research and analysis of current market trends and create language for sales communications, including trade articles and direct mail.
- Initiate research and analysis of sales projections and strategic planning, and make recommendations to clients based on findings.

JUNIOR LEAGUE OF SAN JOSE (JLSJ), San Jose, California **President-Elect, Vice President of Future Planning 2009-2010** **Communications Vice President, Executive Committee**

January, 2003 - Present

As Communications Vice President, serve as the media liaison for the entire League and oversee, edit, and approve all external communications:

- As a member of the Executive team, partner with multiple stake holders within the League and San Jose to publicize the League and to educate the community and other nonprofits about the Mission and impact of JLSJ.
- Manage the Communications Council, including six committees within the council, and oversee the League-wide publicity and recruiting efforts (current budget is approximately \$85,000).
- Develop and implement the League Strategic Communication Plan, and publicity pieces, including articles, press releases, psas and media advisories.
- Continuously implement strategies to help the League “go green.”
- Oversee the League media outlets, including the bi-weekly *Flair Online*, the quarterly *Flair*, the League website, and database. Also, develop a League-wide Communications Plan.

JUNIOR LEAGUE OF SAN JOSE (JLSJ), San Jose, California **Fashion Show General Chair**

2007 - 2008

As Chair of the League’s largest and most-profitable fundraiser, goal was to raise enough funds to continue our projects and programs in the community.

- Develop job descriptions and oversee team of over 50 committee sub-chairs
- Design and implement two Fashion Show events, a luncheon and gala dinner, over the course of one day and welcome over 1,200 guests
- Manage publicity, budget, and personnel, reservations and event coordinator for both events
- Maintain and initiate new sponsorship relationships in the community
- Collaborate with key League members, sponsors and community partners to promote the event and sell out all tickets
- Event raised \$156,000 to further support the Mission of JLSJ: to help children enter elementary school ready to learn and thrive.

SAFE FROM THE START SAN JOSE (SFTSSJ), San Jose, California
Executive Director, Chief Executive Officer

2005 - 2006

As Executive Director and Chief Executive Officer, manage and implement the goals of the organization. The goals were to support families in the City of San Jose by creating an environment where children can thrive. We worked to achieve these goals through a multi-faceted approach focusing on safety, literacy, and nutrition. This nonprofit organization built awareness through activities and events that promoted the healthy development of children.

- Served as the primary liaison for community outreach, manage current relationships, and seek to collaborate with additional community partners
- Developed and implemented fundraising strategy
- Managed and implemented overall budget and long range financial goals of organization
- Coordinated and directed special events, including the annual Halloween Safety Centers event and Book Circus
- In coordination with Board of Directors, determine and implement long range organizational goals

SAINT ANDREW'S SCHOOL, Saratoga, California
President, Parents' Association Board (PAB)

2005 - 2006

As President, serve as the liaison between the Head of School and the 400 families that comprise the Parents' Association

- Select members for all vacant Board positions and update job descriptions
- Administer and develop the budget associated with over 50 PAB sponsored events, currently \$30,000
- Instruct teams and implementation of all PAB sponsored events
- Develop agendas, reports and strategic direction of the Parents' Board, comprised of 30 Board Members, including parents, teachers, and the Head of School, and direct monthly Board meetings
- Oversee and manage the annual Spring Social, which serves as the main fundraiser for the school and produces an average gift of over \$110,000 annually
- Serve as the parents' spokesperson to the Head of School and Executive team and report on all issues relevant to the Saint Andrew's community

CITY OF SAN JOSE, San Jose, California
Analyst II, City Manager's Budget Office

1995-1998

- Selected as the number two applicant out of a potential pool of over 500 candidates and promoted to Analyst II after only 17 months of service
- Analyzed and developed revenue and expenditure projections and data analysis of the resources allocated to the Police and Fire Departments (totaling approximately \$250 million and 40% of the General Fund), and presented findings to the Budget Director and City Manager
- Managed the relationship between assigned departments (Police, Fire and Housing) and the City Manager's Budget Office and advocate on their behalf, as appropriate, for budgetary requests
- Selected to serve on a council-appointed multi-departmental team entitled "New Realities Task Force for the Reduction of Overtime," to evaluate and identify causes of the Fire Department's overtime budget shortfall, totaling over \$1 million annually
- Developed all analysis and copy related to assigned departments for publication in Annual Budget, Mid-Year Budget Review and all other Council-mandated documents and reports, under tight deadlines
- Worked as a team with all Budget Analysts to develop text associated with the general information sections of the Annual Budget Report and other published documents

EDUCATION & TRAINING

- Master of Public Administration (Policy Analysis), Cum Laude, San Jose State University
- Bachelor of Arts (Political Science - Public Policy Concentration, Economics Minor), Cum Laude and Honors in Political Science, San Jose State University
- Paralegal Certificate, West Valley College

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REFERENCES

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