

lisa v gray

strategy | leadership | fundraising
helping nonprofits build support for real social change

WORK HISTORY

Principal, Lisa V Gray Nonprofit Strategies, Davidson, NC (Oct 2007 – Present) Helping nonprofits build support for real social change. Clients include:

- Jensen Foundation Vocal Competition (Oct 2014 – Present) – Competition Director
- FeedNC (Feb 2020 – Present) – Strategic Planning
- Theatre Gap Initiative (Aug 2020 – Present) – Strategic Planning
- Matthews Chamber of Commerce (Jul 2020 – Sep 2020) – Website Content
- Epiphany School of Charlotte (Jun 2019 – Feb 2020) – Strategic Planning

Consultant, LevRidge Resources (Sep 2012 – Present) Advancing nonprofit results and building capacity through interim senior engagements.

- Matthews Chamber of Commerce (Jan 2020 – Jun 2020) – Interim Executive Director
- Charlotte Museum of History (Jul 2017 – Nov 2017) – Interim Executive Director
- Mooresville Soup Kitchen (Sep 2016 – Jan 2018) – Interim Executive Director; Technology Planning; Strategic Planning

Director of Marketing & Communications, WDAV Classical Public Radio, Davidson, NC (Aug 2009 – Mar 2012) Directed all marketing, community outreach, partner development, and media relations for this 100,000-watt public radio station heard from Virginia to South Carolina.

- Responsible for all marketing touchpoints with listeners, including advertising, quarterly printed newsletter, weekly email marketing program, and social media presence on Facebook and Twitter
- Managed public & private events to attract new listeners and engage donors
- Acted as interim grant writer, securing funds from the National Endowment for the Arts (\$165,000) and the Knight Foundation (\$55,000)

Executive Director, Charlotte Trolley, Inc., Charlotte, NC (Jan 2003 – Oct 2007) Directed all activities of this non-profit history & urban-planning organization

- Built partner relationships with regional organizations, including Charlotte Area Transit System, UNC Charlotte Public History Program, and Charlotte Center City Partners
- Directed delivery of history programming to more than 100,000 adults and children annually through exhibits, community, and school programs
- Responsible for all marketing, sales, community outreach, and media relations, including special events, email marketing, direct mail, and advertising
- Led all operating and capital fundraising efforts, including \$700,000 grant from Mecklenburg County

Web Content Producer, GoCarolinas.com, Charlotte, NC (May 1999 – Dec 2002)

Launched and managed content for this local ABC-affiliate's online Entertainment Channels

- Grew page views from 0 to 300,000 per month and unique visitors from 0 to 50,000 per month
- Forged relationships with regional arts, cultural, and education organizations to promote their events and web sites

Interim Director of Development, Blumenthal Performing Arts Center, Charlotte, NC (Dec 1998 – Apr 1999) Responsible for all components of the Center's annual \$1.7 million fundraising campaign

Director of Business Development, Blumenthal Performing Arts Center, Charlotte, NC (Sep 1997 – Nov 1998) Evaluated and exploited new business opportunities, including:

- Launched website design service for in-house marketing agency
- Led strategic planning to upgrade mission-critical ticketing-sales technology, aligning the interests and energies of Sales, Marketing, Accounting, and Systems Departments

Director of Sales & Services, Blumenthal Performing Arts Center, Charlotte, NC (May 1993 – Sep 1997) Responsible for all operational aspects of delivering superior ticketing service to the more than 350,000 patrons visiting the Center annually

- Managed annual sales growth from \$3 million to \$17 million
- Built Sales Department staff from seven part-time positions to eight full-time managers and twenty-five part-time customer service representatives
- Developed and strengthened strategic sales relationships with client organizations

Product Manager | Director of Marketing, KnowledgePoint, Petaluma, CA (Dec 1988 – Jul 1992) Responsible for planning and implementing direct and wholesale marketing initiatives for this PC software company. Directed all upgrades of the organization's knowledge-based software programs. Managed design and production of all direct-marketing materials for three software programs.

TECHNOLOGY

- Certified Constant Contact Solution Provider
- Very familiar with the fast-changing social media landscape, including Facebook, Twitter, Instagram, and YouTube;
- Expert understanding of Microsoft Office products and image-editing software, including Photoshop Elements;
- Proficient knowledge of HTML, Google Analytics, blogging tools, including WordPress.

EDUCATION

- Georgetown University, post-graduate studies in Applied Linguistics
- University of North Carolina at Chapel Hill, Bachelor of Arts, Romance Languages
- National Merit Scholar
- Year of study at L'Université Paul Valéry in Montpellier, France