

# MICHELLE L. CHIPPAS

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## Development & Communications Professional

Highly accomplished professional with 30+ years of experience in development, communications, marketing and nonprofit management.

- Experienced in *Development* activities to raise money for events and organizations.
- Adept at *Strategic Communications* planning to enhance an organization's reputation.
- Proficient in *Media Relations* with established media contacts and a skilled writer and editor.
- Expert *Event Planner*, successfully coordinated hundreds of media and special events.
- Skilled *Project Manager* that has effectively directed several projects from start to completion.

## KEY Achievements

- Planned and executed DRAC's 10<sup>th</sup> anniversary event in 2013. Included soliciting sponsorships to underwrite all event expenses. The event also helped increase DRAC's membership as many non-members opted to become members as they paid for tickets.
- Organized Arena District Summer Plaza Parties to build activity in the area after the first hockey season. Developed sponsorship packets and approached business partners to help underwrite the events that included headline bands including Cheap Trick and Blues Traveler.
- Chaired City Hop for Columbus Landmarks for five years, creating and soliciting sponsorship packages from businesses and organizations. Continued to work with the committee after stepping down as chair.

## Professional Experience

### **CAPTIAL CROSSROADS SPECIAL IMPROVEMENT DISTRICT**, Director of Engagement

Charged with securing additional funding for the Special Improvement District through engaging businesses in the SID through a Business Membership Program and securing sponsorships for our events as well as writing grants for key projects including the Homeless Outreach.

### **CHIPPAS COMMUNICATIONS**, President

Currently managing the marketing and communications for Neighborhood Launch, an urban neighborhood in downtown Columbus encompassing nine city blocks.

### **STEINER PUBLIC RELATIONS**, Communications Director

Developed and executed an educational campaign about the economic benefits of shale oil and gas exploration to Ohio. Led effort to connect industry leaders with major metropolitan newspapers as well as those in communities where shale development is happening. Worked with another client to develop sponsorship packages to help raise money for an anniversary celebration.

### **OHIO CULTURAL FACILITIES COMMISSION**, Communications Manager

The Commission evaluated the need for community arts and sports facilities in Ohio and administered their planning, design, construction and operations. Published a monthly newsletter for the commissioners, monitored the media on funded-projects, issued news releases for projects receiving funded and provided updates to members of the Ohio legislature.

**ALZHEIMER'S ASSOCIATION, CENTRAL OHIO CHAPTER, Executive Director**

Directed a \$1.2 million nonprofit agency that provided education and support to individuals and families impacted by Alzheimer's disease in a 14 county area. Spearheaded initiative to serve more clients with Alzheimer's by establishing a partnership with another nonprofit agency.

**NATIONWIDE REALTY INVESTORS, Director of Marketing**

Oversaw the marketing and communications initiatives for NRI's real estate assets. Directed the development of the brand and marketing collateral of several residential projects, helping achieve their projected sales goals. Branded the Arena District and worked with Arena District tenants to promote the area. Created the Arena District Dinner & A Movie Program, selling 3,000 certificates in the first year.

**NATIONWIDE, Communications Manager**

Managed all media inquiries for company's key subsidiaries including Nationwide Realty Investors, Nationwide Health Plans, Nationwide Global Holdings and the Office of CEO. One special project included coordinating the PR efforts for the opening of Nationwide Arena.

**TOBACCO-FREE OHIO, Project Director**

Administered a four-year, \$1.1 million grant from the Robert Wood Johnson Foundation to reduce tobacco use and exposure to secondhand smoke in Ohio. Led statewide coalition on anti-tobacco strategy that included grassroots, media literacy and advocacy. Managed a staff of five and provided assistance to 45 community coalitions, and served as chair and spokesperson for Coalition for Healthier Ohio.

**OHIO ACADEMY OF TRIAL LAWYERS, Director of Development & Membership**

In charge of membership retention and recruitment as well as fundraising for the association's political action committee. Developed successful recruitment initiative that increased membership by 10%. Tracked and researched current and prospective donors to successfully increase PAC contributions.

**MOTHERS AGAINST DRUNK DRIVING, State Executive Director**

Advocated for stricter legislation to stop drunk driving and support victim's rights, prepared and administered an annual budget of more than \$1 million, raised funds and developed partnerships to support MADD programs, coordinated state and local media events, and served as the key spokesperson for the organization. Successfully wrote two grants to hire the state chapter's first victim advocate. Submitted additional grants to fund special projects including the Red Ribbon campaign.

## **EDUCATION**

- Ohio University, Bachelor of Arts, E.W. Scripps School of Journalism, Public Relations Sequence
- Leadership Columbus, expected completion in June 2007
- Capital University, Masters in Marketing, 12 week course, June 2005

## **COMMUNITY SERVICE**

- **National Parkinson Foundation, Central & Southeast Ohio**, 2013 to present. Chair the Marketing Committee.
- **Downtown Residents' Association of Columbus**, 2011 to 2014. Served as on Board and chaired the Marketing Committee. Spearheaded DRAC's 10<sup>th</sup> Anniversary Celebration.
- **North Market**, 2004 to 2009. Served as president of the board and chaired Marketing Committee.
- **Columbus Landmarks Foundation**, 2003-2006. Chaired the Development Committee. Chaired City Hop for three consecutive years, increasing sponsorships 100 percent and increasing market exposure. Continue to serve on the City Hop Planning Committee until 2011.