

CHERI L. LOVELL

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Creative and entrepreneurial not-for-profit leader with over 25 years' experience and a broad background in marketing and management — including strategic planning, communications and outreach, project management and financial administration. Proven ability to build relationships, launch initiatives, and strengthen systems using an inclusive, collaborative, mission-focused style that emphasizes teamwork and strategic activity. Experienced in advocacy for women and girls, youth programs, international development and global health, with particular expertise in financial services and faith-based organizations.

CONSULTANT

2002 – present ○ New York NY & Charlotte NC

Provide strategic management, marketing and communications services to mission-based organizations.

PRIMARY SERVICES

- ▶ Assess organizational needs and strengthen capacity through strategic planning, outreach and communication, financial systems enhancement, and board development. Serve as project manager for various initiatives.
- ▶ Create and implement marketing and communications plans across channels, managing development and production of collateral materials, websites, video content and advertising.

SIGNIFICANT ENGAGEMENTS

- ▶ Manage national marketing and regional business development for the Cornerstone Fund, a \$50 million loan and investment fund serving the United Church of Christ. Develop curricula and conduct a popular series of seminars on management topics including finance, narrative budgets, policy development and “going green.”
 - ▶ Develop national marketing and education programs for the United Church Foundation, a \$625 million family of investment funds. Represent the Foundation on an ecumenical task force seeking to use investments and corporate engagement to promote peace in Israel/Palestine.
 - ▶ Serve as Project Manager for One Great Hour of Sharing — an historic, national, ecumenical offering which annually raises several million dollars for disaster relief and international development.
 - ▶ Developed marketing and communications vehicles for the United Nations-based African Youth Alliance; trained field staff in program message communication and media interaction.
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US COMMITTEE FOR THE UNITED NATIONS POPULATION FUND

2000–2002 ○ New York NY

An American 501(c)(3) organization that promotes the mission and program of the United Nations Population Fund to the American public, media, and national and community leadership.

EXECUTIVE VICE PRESIDENT

RESPONSIBILITIES

- ▶ Develop and implement national outreach program, including interactive web presence, radio and television advertising, and speakers bureau; collaborate with United Nations staff on advocacy and resource development.
- ▶ Manage budgeting, accounting and reporting of an annual operating and program budget in excess of \$15 million; supervise all staff and consultants; oversee relationships with legal counsel and external auditors. Support Board committees and members in fundraising, advocacy and strategic planning.
- ▶ Administer the African Youth Alliance, a \$57 million partnership funded by The Bill & Melinda Gates Foundation.

SIGNIFICANT ACCOMPLISHMENTS

- ▶ In under two years, led operational development from a \$500,000 part-time initiative to a fully-staffed agency — created a national marketing and outreach program; converted financial management from a simple cash book to an advanced accounting and reporting system; established an employee benefits program; developed operational and staff policies and procedures; re-aligned investment of reserve funds to improve return and maximize income.
 - ▶ Established brand and produced public service ad campaign that received over \$1 million in airtime.
 - ▶ Hosted journalists on three international missions, achieving national media coverage.
 - ▶ Developed a database-driven web presence with integrated donor management that generated over \$22,000 in the first months of online contribution availability. Created an innovative grassroots campaign to benefit Afghan women that yielded in-kind and cash contributions as well as national media exposure.
 - ▶ Conceived and led the organization's first strategic planning initiative, obtaining a \$50,000 grant from a major foundation for implementation.
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UNITED CHURCH OF CHRIST
1998 – 2000 ◦ Cleveland OH & New York NY

A mainline Protestant denomination comprising over 6,000 local churches across the United States, with a \$300 million proprietary asset management agency and a \$25 million capital lending fund.

DIRECTOR OF EDUCATION AND MARKETING, UNITED CHURCH FOUNDATION (1999–2000)

RESPONSIBILITIES

- ▶ Establish the first marketing and outreach initiative for a 90-year-old agency; create an educational program for clergy and lay leaders to increase understanding of investment fundamentals and endowment policy issues.
- ▶ Serve as national relationship manager and business development officer, making presentations to groups of all sizes, advising investment committees and soliciting new accounts.

SIGNIFICANT ACCOMPLISHMENTS

- ▶ Created an organizational brand, developed materials and advertising, and extended the Foundation's visibility through integrated communications and collaboration with related agencies.
- ▶ Built relationships with regional executives in all 38 geographical conferences of the United Church of Christ, and solicited more than \$16 million in new accounts in just over a year.

ASSOCIATE DIRECTOR OF MARKETING — CORNERSTONE FUND (1998 – 1999)

RESPONSIBILITIES

- ▶ Promote the young Fund's loan and investment program to clergy and lay leadership around the United States.
- ▶ Advise churches considering capital improvements, and solicit new investment and loan accounts.

SIGNIFICANT ACCOMPLISHMENTS

- ▶ Traveled throughout a 22-state territory as one of two national relationship managers, promoting the Fund, conducting six workshops a month (on average), and advising local churches and denominational leadership on capital financing and investment options.
- ▶ Developed a coordinated marketing strategy — including the first formal loan solicitation materials — to develop the portfolio and improve profitability.

MARKETING CONSULTANT

1990 – 1998 ◦ Charlotte NC & Atlanta GA

RESPONSIBILITIES

- ▶ Develop marketing strategy for a range of industries, including healthcare, arts, resort, banking and retail.
- ▶ Create and produce image and collateral materials, promotional videos, direct mail and media packages.

SIGNIFICANT ACCOMPLISHMENTS

- ▶ Wrote award-winning materials that received Best of Show, Gold and Silver awards; managed marketing and public relations for basketball history exhibition during NCAA Final Four Tournament.
- ▶ Served as Director for Conference Communications for the six-state Southeast Conference of the United Church of Christ; developed new strategies to improve intra-conference communications.

OTHER MANAGERIAL POSITIONS

1982 – 1990

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| DIRECTOR OF MARKETING (1990) | Increased revenue by developing new products and expanding audiences. Produced the Charlotte Symphony's first Radiothon, raising over \$76,000. |
| VICE PRESIDENT (1986 – 1989) | Directed international marketing of a \$3.2 million public real estate fund. Established an NASD Broker-Dealer (licenses: Series 7, 24, 27, 63). |
| COMMERCIAL OFFICER (1982 – 1986) | Managed a \$1.5 million loan portfolio and managed branch bank staff. |

EDUCATION

Master of Divinity, *magna cum laude*
Certificate in Women's Studies
Emory University, Atlanta GA, 1998

Bachelor of Arts, Journalism
James M. Johnston Scholar
University of North Carolina at Chapel Hill, 1982