



BERNADETTE JACOBS

STRATEGIC DEVELOPMENT AND COMMUNICATIONS LEADER

Dear Hiring Committee,

I bring more than 16 years of experience leading communications and engagement strategies that deliver measurable results across nonprofit, corporate, and public sectors. My career has centered on building high-performing teams, shaping brand vision, and creating campaigns that not only capture attention but change behavior.

As a communications director, I've translated complex ideas into clear, compelling narratives tailored to diverse audiences — from shareholders and community members to legislators and executives. I've overseen multimillion-dollar budgets, grown engagement by double digits through data-driven strategies, and led initiatives that strengthened trust, expanded reach, and elevated reputation.

What sets me apart is the ability to balance strategy with execution: guiding teams to deliver bold ideas while ensuring every campaign is grounded in metrics and mission. My leadership style emphasizes collaboration, curiosity, and accountability — values that have consistently built teams who exceed expectations.

I would welcome the opportunity to bring this expertise to a leadership role where communications are central to impact and growth. Thank you for your consideration, and I look forward to the possibility of contributing to your team's success.

Kindest Regards ,
Bernadette Jacobs

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bernadettes.1@.com



(360) 707-8362



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STRATEGIC MARKETING LEADER

CONTACT

 (360) 707-8362
 bernadettes.1@gmail.com
 10700 NE 4th St. Bellevue, WA 98004
 Bernadette Jacobs

EXPERTISE

Brand Development & Core Messaging
Marketing Operations
Thought Leadership Strategy
Internal & External Communications
Program & Project Management
Digital Graphics & Web Design
Crisis & Leadership Communications
Digital Infrastructure & CRM Development
Multi-channel Content & Marketing Strategy
Board Governance & Reporting
Special Events Management
Earned media & Stakeholder Strategy
Industry & Product Research

EDUCATION

UNIVERSITY OF WASHINGTON
BA - Society, Ethics, Human Behavior, | 2006

CERTIFICATES

DIGITAL MARKETING
eCornell | 2021

STRATEGIC STORYTELLING
eCornell | 2020

ORGANIZATIONAL LEADERSHIP
Northwestern University | 2018

NONPROFIT MANAGEMENT
eCornell | 2014

PROFILE

Innovative development and communications strategist with a proven track record of driving revenue growth and delivering measurable results across various sectors. My expertise lies in creating robust, data-driven fundraising strategies, building organizational infrastructure through meticulous project management, and developing compelling narratives that align with organizational goals.

WORK EXPERIENCE

Director of Communications & Development

HERO House NW

December 2021-February 2025

- Developed comprehensive multi-channel marketing and communications strategies aligned with nationwide agendas, enhancing brand identity and stakeholder engagement.
- Spearheaded the adoption of new CRM and project management tools, enhancing operational efficiency and team collaboration across teams in multiple locations.
- Oversaw the development and implementation of strategic plans, KPIs, and SOPs, driving a 32% increase in web traffic and a 64% rise in social media engagement.
- Mobilized over \$2M in funding through innovative development strategies and events, supporting sustained organizational growth.

Communications & Digital Systems Coordinator

Public Defender Association

September 2019-June 2021

- Developed and executed public policy campaigns, providing strategic advisement to executive leadership on operational efficiencies and market positioning.
- Led digital infrastructure projects, including CRM mapping and intranet overhauls, improving data accessibility, project tracking, and internal communications platforms, significantly improving process alignment and data utilization.
- Facilitated strategic planning and alignment of marketing operations, resulting in a 140% increase in web traffic and successful legislative advocacy.

Strategic Communications & Development Consultant

Mobilink Telecom Independent Consultant

Jan. 2015 - Sept. 2019

- Designed and implemented comprehensive brand and marketing strategies, including digital transformations and rebranding efforts across multiple platforms.



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LET'S CONNECT



www.bkjacob.com



Bernadette Jacobs / bkjacob



(425) 405-0323



bernadette@bkjacob.com

CORE COMPETENCIES

- **Strategic Marketing Operations:** Skilled in managing marketing processes, data-driven funnels, and operations using strategic models, focusing on driving team alignment and executing go-to-market strategies. Advanced skills in brand messaging, content strategy, and automation tools.
- **Executive Leadership & Communications:** Expertise in organizational capacity building, strategic planning, and CRM management. Strong capability in advising senior management to align strategic initiatives with business objectives.
- **Business & Operational Planning:** Expertise in strategic goal setting, budget management, and enhancing business processes through innovative technology solutions.
- **Team Leadership and Development:** Proven track record in managing direct reports, teams, and volunteers, including managers and staff in dotted-line roles. Experienced in training teams and deploying cross-functional applications and business tools.
- **Process Improvement:** Extensive experience in initiating and mobilizing new business processes, optimizing operational efficiencies, and leveraging technology to meet evolving business needs, ensuring comprehensive and cohesive resources are available for cross-functional collaboration.

- Consulted on strategic planning, digital marketing initiatives, and operational structuring. Led the deployment of new digital tools and systems for nonprofit clients, enhancing their operational capacities and securing \$1.6M in funding for a new corporate foundation.

Executive Development Director

Island Hospital Foundation

Sept. 2007 - Aug. 2014

- Oversaw major gifts and capital campaigns, raising over \$5M. Implemented new donor management systems and led strategic planning sessions, improving stakeholder engagement and fund management practices.
- Directed a \$800k+ budget and multiple teams, achieving significant improvements in data management and donor engagement, leading to a 22% increase in new donors.
- Provided regular status reports to executive leadership and stakeholders, including public commissioners, department heads, medical staff, and community liaisons.

Programs, Operations & Marketing Manager

Giant Campus, Inc.

Oct. 2006 - Sept. 2007

- Developed capacity-building initiatives, including training programs, working groups, and retention campaigns resulting in a 28% increase in staff retention.
- Led operational and marketing strategies, introducing new project management systems and marketing campaigns, increasing engagement and program funding.

SERVICE, TRAINING & ENGAGEMENTS

Facilitator / Speaker

- Engaging Your Board in Fundraising, CFNPS Regional Conference - 2014
- Cause Marketing & Development, AHP WA State Conference - 2013
- Strategic Nonprofit Branding & Communications, AHP WA State Conference- 2012

Additional Certifications

- CFRE - 2014 (expired) Certificates: Capital Campaigns, Grant Writing, Social Media, Board & Volunteer Development, Budgeting & Financial Statements

Service & Affiliations

- Bellevue Breakfast Rotary Club, Past President Anacortes Rotary
- Chamber of Commerce Member: Bellevue, Newcastle, Seattle, Bothell, Issaquah