



# BERNADETTE JACOBS

## STRATEGIC MARKETING LEADER

### LET'S CONNECT



www.bkjacob.com



Bernadette Jacobs / bkjacob



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### 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



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## CONTACT

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 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.