



MADELYN MEDEIROS

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Summary

Record of success and increasing responsibility in non-profit settings with particular ability to thrive in a dynamic and fluid work environment. Versatile skill set with proven high level of competency in writing for marketing and fundraising, graphic design and digital media, and project management. Excellent communication skills, cultural fluency, work ethic, and attention to detail.

Experience

Aril Consulting

2012–present

Fundraising and Development Consultant

- Collaborate on fundraising and development strategy, including foundation support, donor stewardship, and earned income.
- Research, write, and edit grant applications; project manage grant application process and maintain grant calendar.
- Conceive and execute graphic design campaigns for print and web, including direct mail pieces, websites, social media “memes,” posters, and brochures.
- Write marketing and fundraising materials, including annual appeal and major donor letters; brainstorm publicity and social media marketing ideas and themes.

Trinity Church in the City of Boston, Boston, MA

2007–2011

Web and Publications Manager

- Managed communications activities for a National Historic Landmark visited by more than 100,000 people each year and a public gathering place for lectures, concerts, and conferences.
- Oversaw conversion to new, updated website and content management system; managed website and audio and video multimedia; designed website for the non-profit Trinity Boston Foundation; coded weekly email newsletters (circulation 3,000); created online surveys to better understand needs and desires of parishioners and visitors.
- Worked closely with Development Director to design and produce first online fundraising campaign; managed first online ticket sales system for annual Christmas benefit concert, bringing in more than \$60,000 in sales.
- Produced electronic and direct mail marketing for fundraising campaigns; designed Annual Report; wrote press releases and fielded media inquiries.
- Designed print advertisements, brochures, posters, concert programs, and postcards; acted as staff photographer and managed photograph archive.

Assoc. for Slavic, East European, and Eurasian Studies

2007

Harvard University, Cambridge, MA

Web and Publications Editor

- Solicited, edited, and produced articles and columns for bi-monthly newsletter (circulation 3,000); coordinated and solicited print advertisements; tracked and processed invoices and payments.
- Maintained organizational website; utilized Google Analytics to track website visitors in order to better target advertising; coordinated annual series of book prizes with nomination committees and participating publishers.
- Temporary position covering for maternity leave.

The Strothman Agency, Boston, MA

2003–2007

Literary Agent Assistant

- Established office setup and workflow for newly-founded agency; oversaw all office activities; designed and built company website; designed, created, and managed databases and systems to track contracts, deadlines, and submissions.
- Collaborated on shaping book proposals and publicity strategies; reviewed book contracts and managed royalty statements; maintained strong relationships with authors, editors, and the media.
- Clients included: Nobel Peace Prize recipient Shirin Ebadi, New York Times bestselling author James K. Galbraith, Pulitzer Prize winner Anthony Lewis, and former poet laureate of the United States Donald Hall.

Boston Review, Cambridge, MA

2003

Assistant Editor

- Initiated publicity campaign to increase literary magazine's visibility; created databases to organize and track donors, advertisers, and subscribers.
- Maintained website and corresponded with authors, reviewers, and editors; edited and proofread articles; trained interns and organized daily workflow.

Education

Postgraduate Certificate in Publishing, Emerson College

2005–2006

B.A. in Sociology and Communications, Tufts University

1999–2003

Magna cum laude

Skills

Languages: Proficiency in translation, conversation, reading, and writing in Spanish.

Technical: Windows and Mac OSx. Adobe Creative Suite. CSS, HTML, Joomla. Google Docs and Google Analytics. FileMaker Pro, Raiser's Edge, Constant Contact.