



JUDITH D. TILTON

QUALIFICATIONS SUMMARY

Seasoned professional with diverse communications, marketing, program management, and nonprofit experience. Excellent communicator across channels and audiences; outstanding writing, presentation, and computer skills, able to deliver quality print publications and electronic content on time and on budget. Flexible, handles change well and successfully manages multiple priorities, projects and stakeholders' needs. Exceptional ability to focus on details though never losing sight of big-picture goals while maintaining grace and a sense of humor.

PROFESSIONAL EXPERIENCE

NONPROFIT PROGRAM MANAGEMENT HIGHLIGHTS

Expertise in all facets of nonprofit business and program operations, including board development, staffing and volunteer recruitment, training and retention, fundraising and event management, public relations and community outreach.

CULTURAL AFFAIRS DIRECTOR/MARKETING SPECIALIST

Manatee County Government, Bradenton, FL

Contracted with county's Convention and Visitors Bureau to increase awareness of the diverse talent and experiences in the local arts and culture scene. Developed relationships with more than 100 arts and heritage organizations; held listening sessions and town hall meetings; instituted and facilitated quarterly meetings delivering nonprofit educational component, and twice-yearly programs for all interested in the arts, leading to increased awareness and new sponsorships/corporate and resident engagement. Brought organizations together to create new and 'out-of-the-box' partnerships. Created first logo and visuals branding the cultural organizations, a Facebook page and advertising that generated earned media in several regional lifestyle magazines, newspapers, and a national art collector publication. Project managed and completed a normally 12-month public art installation project with an internationally-known artist in only 9-months, on time and on budget.

VICE PRESIDENT, COMMUNITY IMPACT

United Way Suncoast, Tampa, FL

Led \$10 million community investment process, managed more than 90 funded program contracts, provided innovative solutions and developed and implemented best-practice standards, new United Way programs and service delivery; managed data collection, monitoring and evaluation to ensure strategic initiatives were met and demonstrated ongoing outcomes. Responsible for multiple teams of staff and volunteer leadership; secured and managed numerous federal and regional grants. Provided public policy reports, testimony and persuasive communications resulting in revised disbursement of county funding and passage of state legislation. Created communications/marketing strategy and timeline designed to effectively promote a four-county free income tax return program and recruit volunteer tax preparers. Increased volunteer base 25% and taxpayer utilization more than 5% (over 3% IRS-required growth target) in one tax season.

DIRECTOR, COMMUNITY IMPACT

United Way of Pasco County, Inc., Land O'Lakes, FL

Provided leadership for organization's community investment process, United Way programs and service delivery; designed and implemented best-practice standards, conducted continuous improvement in grant-making and data collection, monitoring and evaluation, to ensure community funds were utilized in manner that supported strategic initiatives and demonstrated ongoing outcomes measures. Managed volunteer free income tax return program that generated a fiscal impact in excess of \$10 million for county residents; secured multi-year federal grant.

EXECUTIVE DIRECTOR

Connections Job Development Program, Inc., New Port Richey, FL

Led nonprofit organization that served 1,000 clients and operated a retail store. Recruited, trained, and supervised staff of seven, a volunteer board of directors, and program volunteers. Developed all communications and marketing activities and public relations for agency, including website and social marketing sites and outreach. Wrote and secured grants, prepared reports, and administration of funds. Served as agency spokesperson to press and community, developed public policy advocacy campaign, worked with local and state elected officials to promote agency and secure state funding and worked closely with federal officials.

- Developed new programs in response to community needs, grew program enrollment 35% and exceeded standard government job placement rates.
- Full budget oversight, negotiated contracts and vendor selection, and supervised retail store operations.
- Prepared funder reports, created additional fundraising initiatives, conducted donor solicitation and outreach, and launched annual fundraising event. Secured more than \$200,000 in new funding and increased thrift store revenue 18% in one of most difficult economic climates seen in decades.

CORPORATE COMMUNICATIONS HIGHLIGHTS

Management of all facets of corporate marketing and communications functions, including budget oversight, staffing and vendor negotiations and contracts; conducting market research and ROI analytics. Development and implementation of strategic communications plans, publications, PR and media campaigns, legislative research and positioning materials, public education, advertising sales, collateral development and tradeshow marketing. Outstanding project management skills, editorial planning, writing (including copywriting, technical and training manuals, and full feature articles), and publishing, both print and digital delivery.

COMMUNICATIONS DIRECTOR/MANAGING EDITOR

State Medical Society of Wisconsin, Madison, WI

Managed department staff and budget of approximately \$1 million for non-profit state physician association. Developed and implemented a corporate communications plan that included redesign of all marketing, external and internal communications pieces (advertising, website, legislative materials, executive speeches, etc.) to unify branding of the nonprofit with its multi-million-dollar for-profit insurance subsidiary. Wrote speeches and talking points for executive management, government affairs staff, Board physicians; created position papers and press statements. Planned statewide town hall meetings; secured state and national media. Launched an integrated, multi-channel print, online and direct marketing campaign resulting in 20% increased membership and revenue. Redesigned 80-yr. old peer-review journal driving increased readership and advertising revenue by 40%.

ACCOUNT EXECUTIVE

Waldbillig & Besteman, Inc., Madison, WI

Teasdale Associates, Tampa, FL

Advertising account manager responsible for developing agency proposals, business development presentations, and supervising B2B, B2C and nonprofit accounts with budgets ranging from \$20,000 to more than \$1M in annual expenditures. Delivered integrated advertising and marketing plans that realized client sales and communications goals. Researched and prepared agency white papers, produced monthly newsletters, wrote news releases, pitched and placed stories. Developed digital presence for both agencies and clients. Managed client special events and trade shows, conducted focus groups and research. Managed creative process, production and media schedules, hired talent and produced on-air and print materials. Campaigns at both agencies were statewide association ADDY award winners.

PUBLISHING OPERATIONS ASSOCIATE

McGraw-Hill, Inc., New York, New York

Promoted three times. Developed annual editorial calendars and budgets, wrote, and edited content and layout, and supervised print production. Designed and launched a trade tabloid that generated \$1 million revenue in first six months; researched, designed, wrote and managed editorial and printing for monthly distribution in excess of 80,000. Supervised production of 10 international architectural trade publications and managed book bindery operations to meet international sales objectives.

TECHNOLOGY

MS Office Suite—Excellent (Outlook, Word, Excel, PowerPoint, Access, Project Manager, Visio); SharePoint; page layout and design, graphic software (Adobe Photoshop, InDesign); social media and email platforms (MailChimp, Constant Contact); Google Analytics, other social media management software (Hootsuite); website administration/CMS; fast learner who enjoys new technology

EDUCATION

NEW YORK UNIVERSITY, New York, NY
Master of Arts (1988)
English Literature, *abt*

UNIVERSITY OF TAMPA, Tampa, FL
Bachelor of Arts (1986)
Major: English; Minor: History
Honors Program; *summa*

AFFILIATIONS

Manatee Arts Education Council (2017-Present; Secretary); Leadership Pinellas ('16); Leadership Pasco ('09); Rotary International (2008-Present); Tampa Bay Network to End Hunger (2014-2018); Pasco-Hernando State College, Human Services Strategic Plan Committee (2009-2014); West Pasco Community Service Council (2007-2014, President Elect 2013); Women in Networking (2008-2015); Toys for Tots (2009-2018; Board member 2012-2015); Women in Aviation International (2014-present; 2017 President)