

Paige Godfrey

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Creative & Dedicated Nonprofit Professional

Creative, results-oriented and detail oriented professional with expertise in strategic program/project development, implementation, and management, with 10 years' experience in the nonprofit sector. Level-headed and resourceful worker with exceptional cross-functional team collaboration, productivity and time management skills, seeking to exceed business goals and further professional experience.

- **Excellent ability to add value in all event management areas** through perseverance, collaboration, lead-by-example work style, engaging interpersonal skills, and success in building positive relationships at every level.
- **Excellent corporate communications, facilitation, and public relations skills**, alongside the creativity and wisdom to design strategic/tactical plans, and the vigor and passion to see them through to full fruition.
- **Brainstorm, create, develop and implement innovative strategies** that compel audiences to desired outcomes, align with key business objectives, and build strong partnerships within hard-to-reach groups.
- **Excellent knowledge of community leadership involvement** as well as support of public relations initiatives to shape the overall communications strategy, and leverage relationships to maximize impact/worth.

CORE COMPETENCIES

Budgets • Client Engagement • Communication • Detail & Time Management • Event Management • Leadership • Marketing & Promotions • Microsoft & Google Suites • Nonprofit Expertise • Process Improvements • Public Speaking/Facilitation • Relationship Building • Social Media • Stakeholder & Community Engagement • Strategic & Tactical Planning

SELECTED PROFESSIONAL EXPERIENCE

Senior Program Associate - Repair the World, Atlanta, GA

2021 – Present

- Establish and maintain over 100 cooperative and constructive relationships with representatives from the community, consumer and public interest groups in order to increase donor interest.
- Organize and execute for, at minimum, 3 programs each month, in-person and on Zoom, including communication, logistics, third-party vendors, budgeting, public relations materials, and marketing collateral in support of marketing initiatives.
- Correspond with community stakeholders regarding upcoming promotional events, and coordinated the distribution of marketing materials, event planning, and general office projects.
- Recruit and oversee daily operations of volunteer Service Corps program, bringing creativity into the planning of programs that identify, build, and sustain relationships with nonprofit communities and organizations.
- Strengthen inclusion activities, strategies, and initiatives, effectively tailoring communications and special events to achieve maximum results, best practices, and team engagement.

Creator and Designer - New Paige Design, Atlanta, GA

2020 – Present

- Work closely with multiple clients to identify their pain points and mission, and to design, implement, manage, and track creative social media content, and event websites while growing 100% year over year.
- Bring creative expertise, inspiration and thought leadership, thinking strategically and conceptually to deliver targeted communications that connect with individuals across their entire supporter journey.
- Act as a key business advisor in the translation of market insights into concrete business recommendations and contribute to the development of product strategy, digital marketing, and/or product design and print.
- Serve as thought leader who can merge digital, cultural and social trends with analytics into a strategic vision and successfully execute projects within challenging time and budgeting constraints.

Senior Regional Director - BBYO - Metro DC Area

2019 – 2020

- Supported over 1600 teens/advisors/stakeholder teams and a full-time staff team of 2-6 throughout the programming year, and successfully coordinated and executed largest immersive programming in area history.
- Sought out, developed, and grew relationships with parents, alumni and community partners to mobilize more people to grow BBYO, drive quantitative metrics, and inspire the community to play a more active role.
- Designed regional marketing emails and website, creating cohesive messaging that drove to increased membership, augment funding, and improve BBYO's positive image.
- Worked closely with staff and leadership teens to grow membership, train regional teen leaders, deepen support in the community and lead organization-wide initiatives that produce meaningful experiences.
- Coached over 90 chapter leaders biweekly to create dynamic programs and participated in organizational projects, teams, and summer programs to strengthen and expand the movement teen leadership.
- Developed and implemented strategies for a member recruitment process that expanded the pipeline of prospects, aligned stakeholders, and prepared teens to invite other teens to join BBYO membership.

BBYO and Teens Director - Marcus Jewish Community Center of Atlanta, Atlanta, GA

2014 – 2019

- Staffed positions of increasing expectations and reward including BBYO Assistant Director (2016-2018), Teen Program Coordinator (2015-2016), and Camp Counselor/Asst. to Program Director (2014-2015).
- Led all event-related activities and timelines, gathering and staging of supplies and materials, pre- and post-event communications including surveys, storing and sharing of event specific media.
- Worked as point-of-contact in the planning and execution of event activities such as cross-team collaboration, logistical plans, PR, promotion, and timetables, towards fluidly for future events slated on program calendar.
- Guaranteed a commitment to changing lives by cultivating relationships and providing volunteers with orientation, training, development, and recognition, and directly supervising the Young Adults Director.
- Supported leadership of AZA and BBG Executive Boards, including weekly board meetings, annual board retreats, yearly elections, and ongoing leadership trainings, ensuring consistency.
- Served as main liaison for BBYO Parent Network comprised up to 25 adults, meeting 5-6 times a year to brainstorm and focus on program enhancement, communication, marketing, and recruitment.
- Managed regional social media, marketing emails, and website, producing creative and branded content that inspired readers, and moved them to positive action.

EDUCATION

Kennesaw State University: BS Psychology, Kennesaw, GA - 2013