



CANDACE WILSON

PROFESSIONAL SUMMARY

Marketing operations and communications professional with 7+ years of experience supporting organizational growth through integrated marketing systems, stakeholder coordination, digital communication infrastructure, and cross-functional execution.

Experienced managing multi-channel campaigns, audience engagement workflows, website ecosystems, CRM/AMS and LMS platforms, continuing education communications, and organizational messaging across nonprofit, membership-based, and mission-driven environments.

Known for bringing structure, operational clarity, and consistent execution to fast-moving organizations with evolving priorities. Strong background supporting leadership teams, coordinating across departments and vendors, and translating complex initiatives into accessible communication experiences that improve engagement, participation, and organizational alignment.

PROFESSIONAL EXPERIENCE

MARKETING AND COMMUNICATIONS MANAGER

ABPsi.org | January 2024 - Current

- Lead integrated marketing and communications operations for a national membership-based organization supporting educational programming, membership engagement, fundraising initiatives, conferences, and executive communications.
- Coordinate multi-channel communication systems across CRM/AMS platforms, LMS systems, email marketing, social media, website infrastructure, and event technologies to maintain consistent audience experience and organizational alignment.
- Support continuing education and conference operations by managing communication workflows, digital platforms, registration coordination, stakeholder outreach, attendee engagement, and post-event communications.



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EDUCATION

Bachelor of Science

Graphic Design

The Art Institute of Fort Lauderdale

CORE COMPETENCIES

- Marketing Operations & Communications
- Cross-Functional Coordination
- CRM / AMS / LMS Management
- Organizational Communication Systems
- Campaign & Content Operations
- Audience Engagement Workflows
- Website & CMS Oversight
- Stakeholder & Executive Coordination
- Multi-Channel Campaign Execution
- Continuing Education & Event Communications

- Brand & Messaging Alignment
- Communication Workflow Optimization
- Digital Member Experience
- Reporting & Performance Tracking
- Process Coordination & Operational Support
- Vendor & Partner Management
- Fundraising & Membership Communications
- Content Planning & Editorial Coordination
- Integrated Marketing Campaigns
- Communication Infrastructure Support

PLATFORMS & TOOLS

- **CRM, AMS & LMS Platforms:** YourMembership, DonorPerfect, Freestone LMS, Salesforce
- **CMS & Website Platforms:** WordPress, Squarespace, BigCommerce, Wix, Joomla
- **Marketing & Email Platforms:** Mailchimp, Constant Contact
- **Event & Webinar Platforms:** PheedLoop, Zoom
- **Analytics & SEO:** Google Analytics, SEMrush
- **Creative & Content Production:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) Canva
- **Project & Workflow Management:** Asana, Airtable, Notion
- **Collaboration & Productivity:** Microsoft 365, Google Workspace, Slack, Claude AI

- Oversee website management and digital communication infrastructure, improving content organization, audience accessibility, and operational consistency across platforms.
- Coordinate cross-functional initiatives involving leadership, board members, vendors, campus partners, and organizational stakeholders to maintain project alignment and operational follow-through.
- Manage communication calendars, campaign execution, content planning, and audience-facing messaging supporting organizational visibility, member participation, and program engagement.
- Serve as a central operational resource for communication systems, platform coordination, and digital workflow support across departments and initiatives.
- Support organizational growth by aligning messaging, communication processes, and digital engagement strategies across programs, educational offerings, and public-facing campaigns.

MARKETING MANAGER

BrowardHouse.org | December 2019 - January 2024

- Built and managed the organization's marketing and communications function, overseeing integrated campaigns, digital engagement, website systems, fundraising communications, and audience outreach initiatives.
- Partnered directly with executive leadership to support organizational priorities through coordinated communication strategies, stakeholder engagement, and campaign operations.
- Developed and managed multi-channel campaigns across email, social media, web, and event platforms to strengthen audience engagement and improve organizational visibility.
- Directed digital strategy and campaign coordination for TheSMARTRide.com, contributing to increased event participation and stronger audience engagement through integrated messaging and communication planning.
- Led website management and brand development initiatives that improved digital infrastructure, audience experience, and long-term communication consistency.
- Supported donor engagement and fundraising initiatives through coordinated communication workflows, campaign execution, stewardship messaging, and audience-focused content development.
- Managed marketing timelines, vendor coordination, creative production, and communication workflows across multiple organizational initiatives in a fast-paced environment.

- **AI & Automation Tools:** Claude, ChatGPT, AI-assisted content, workflow, and systems support tools

- Improved operational consistency by organizing marketing processes, campaign planning systems, and structured communication workflows supporting team coordination and execution.

GRAPHIC DESIGNER & BRAND STRATEGIST

Lightfire Distribution | September 2017 - December 2019

- Developed brand systems, marketing collateral, website content, and communication assets supporting consumer-facing and community-focused campaigns.
- Executed digital and social media campaigns that increased audience engagement and strengthened online visibility across multiple platforms.
- Conducted audience and market research to support campaign strategy, messaging development, and communication planning.
- Collaborated with clients and stakeholders to translate business objectives into cohesive visual communication systems and brand experiences.
- Supported campaign execution across print, digital, web, and promotional channels while maintaining brand consistency and audience alignment.

KEY ACHIEVEMENTS

- Increased annual donations by 15% through coordinated fundraising campaigns, audience engagement strategies, and mission-aligned communications.
- Improved attendance for large-scale annual events by 20% through integrated marketing campaigns, stakeholder coordination, and cross-functional communication planning.
- Built and optimized digital communication and marketing systems across multiple organizations, increasing engagement and lead generation by 30%.
- Reduced marketing and operational expenses by 15% through vendor negotiations, workflow improvements, and process optimization.
- Managed high-volume campaign execution across membership, fundraising, education, and event initiatives while supporting executive leadership and organizational communication priorities.