

MICHELLE DALLAS

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Skills

Content Strategy • Organizational Storytelling • Social Media • Web and Data Analytics • Grassroots Engagement
Digital Media Management • Website Management and UX • Branding • Marketing Research • Google Analytics
InDesign • Photoshop • HootSuite • Content Management Platforms

Relevant Professional Experience

Marketing and Communications Manager

September 2016 – Present

Associated Builders and Contractors of Western Washington (ABC) – Bellevue, Washington

ABC is a membership-driven, non-profit trade association focused on the construction industry. In this position, I drove ABC's brand identity, voice, and value, through storytelling and re-branding strategies.

- Promoted membership value through newsletters, social media, print marketing and grassroots strategies, contributing to a consistent 92% member retention rate placing our chapter in the top five in the country.
- Maintained a 27-30% open rate of weekly emails by segmenting audiences, shortening story length, and creating relevant content focused on advocacy and member events. Of 70 chapters nationwide, ours won the Excellence Award for outstanding event communication campaigns in 2017.
- Managed chapter brand re-fresh and determined, after the research process, that we must communicate our founding philosophies differently in order to match Washington demographics. This resulted in new member growth for the chapter.
- Developed strong social media presence, resulting in a 35% increase in Twitter followers over two years. I also worked directly with the chapter president on LinkedIn strategies, increasing engagement by leveraging her large base of connections.
- Surveyed members on how they learned about our events in order to determine which communications channels work best. This led to a reduction in cost and time spent developing in-house print collateral, while also increasing engagement via email campaigns.

Marketing and Communications Services Coordinator

January 2015 – September 2016

SBI Association Management – Seattle, Washington

SBI is a non-profit management startup during my time there, and I developed branding guidelines, event marketing plans, print and digital publications, website design and management, and content calendars.

- Increased email open rate by 60% for Commercial Real Estate Women (CREW) by cleaning up contact lists, optimizing email templates, improving the quality and timeliness of content, and changing the general times in which emails were sent.
- Worked with Washington Recreation and Parks Association (WRPA) on website strategy, placing refreshed and relevant content and featuring sponsors in prominent areas online. This resulted in sponsorship growth and increased sponsor revenue.
- Assisted Washington Planned Giving Council (WPGC) and Puget Sound Grant Writers Association (PSGA) with website re-design, increasing usability and functionality for board volunteers and members to engage with each other.

Membership and Continuing Education Coordinator
Washington State Psychological Association – Seattle, Washington

July 2014 - January 2015

Aside from the Board of Directors, this two-person organization was managed by the executive director and myself. I set up conferences, chapter meetings, and events, and owned the business office and PAC reporting.

- Established inbound communication strategies that included blogging and email marketing of continuing education courses.
- Redeveloped American Psychological Association continuing education application processes that increased the use and profitability of their programs.

Legal Office Assistant
Keating Bucklin & McCormack – Seattle, WA

December 2012 – July 2014

Legal Office Assistant
Sebris Busto James, Attorneys for Employers – Seattle, WA

June 2011 – December 2012

Alternative Media Technician
Seattle University – Seattle, WA

September 2007 – June 2011

Intern Investigator, Misdemeanors and Felonies
Seattle Public Defender Association – Bellevue, WA

August 2009 – March 2010

Education

Master of Communication Leadership
University of Washington – Seattle, WA

2018

Bachelor of Arts, Political Science
Seattle University – Seattle, WA

2011