

# Kelly Jo Tullberg

## Nonprofit Management

Specializing in Events,  
Marketing, and  
Committee Development

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## Summary of Qualifications

- More than eight years experience in non-profit fundraising and public relations fields;
- Experienced with event logistics, participant and sponsor relations, volunteer recruitment, committee development, communications, publicity, graphic design and strategic planning;
- Computer skills include both IBM and Macintosh systems and software, including Word, Excel, PowerPoint, Publisher, PageMaker, Photoshop, Illustrator, InDesign, Quark Xpress, Dreamweaver, basic html, Convio, and skill on the internet.

## Professional Experience

### National Multiple Sclerosis Society, Lone Star Chapter – Dallas, TX

Manager Special Projects, Marketing & Communications, August 2006 – present

- Serve as marketing liaison to regional offices, developing strategic plans and timelines, managing tactical projects (printed pieces, e-communications and publicity), tracking results, working with vendors, and overseeing compliance with branding guidelines and Chapter policies.
- Design and distribute targeted Chapter materials for special events, sponsorship, strategic giving, community development, third party events, and awareness campaigns.
- Create and manage a public relations volunteer committee that provides relationships and ideas to push forward Chapter objectives.
- Work with Marketing Department to launch new Society branding and logo, and to develop marketing strategies for all aspects of the organization.
- Assist with implementation of Chapter events, including MS 150 Bike Tour and MS Walk.

### National Multiple Sclerosis Society, Greater Illinois Chapter – Chicago, IL

Events Manager, August 2004 – July 2006

- Managed an events team for the 2006 MS 150 Tour de Farms Bike Tour, including direct supervision of an events coordinator and cooperation with TeamMS, Logistics, Volunteers, and Marketing departments. Worked with staff and a steering committee on the 25<sup>th</sup> Anniversary Tour, raising more than \$1.3 million.
- Created templates for Chapter-wide sponsorship materials, event operation manuals, and top donor communication plans. Also worked closely with marketing department on creating event materials, marketing timelines, and graphic standards.
- Managed and developed a young professionals group, growing membership and revenue by more than 100%. Created a committee structure, training materials, and marketing identities, and facilitated the move towards a Junior Board.
- Worked with the young professionals group to develop two new events: the MS Half-Court Classic 4-on-4 basketball tournament at the United Center, and MS Cocktail'N For The Cause, a semi-formal dance, dinner and auction. Successfully branded these events and reached a new target market for the young professionals demographic. Also worked with the committee to strengthen and develop its current event, MS Slugfest Softball Tournament, to improve marketing efforts and sponsorship opportunities.
- Managed the 2005 Chicago Auto Show First Look for Charity and Carol Cohn & Margie Weil Memorial MS Outing, events led by board and leadership volunteers, and attracting many of the Chapter's major donors demographic.
- Worked closely with the Volunteer Department on identifying and developing leadership volunteers, including the creation of a committee training program.
- Participated in Chapter-wide strategic planning, marketing and donor focus groups, and budget and timeline processes. Supported additional Chapter events, including Dinner of Champions, MS Walk (site lead), and Chapter Programs.

**National Multiple Sclerosis Society, Lone Star Chapter** – Dallas, TX

Development Project Consultant, January 2004 – July 2004

Communications Freelancer, August 2002 – May 2004

Marketing Manager, August 2001 – August 2002

Special Events Coordinator, August 2000 – August 2001

- Managed event logistics, committees, and donor relations on the MS 150 Red River Challenge and Dallas Area MS Walks from 2000 – 2002. Managed guest lists and donor relations on 2001 Dallas Dinner of Champions. Coordinated Dallas area kick-off and awards parties for mass market events. Assisted other Chapter events, including the BP MS 150 Houston to Austin and San Antonio MS 150 Bike to the Beach.
- Developed relations with sponsors, participants, volunteers and vendors for Dallas events, which raised more than \$1 million collectively. Began working during a transitional period, when the North Texas Chapter merged with the Lone Star Chapter. Helped repair relations and restore confidence.
- Managed and developed event steering committee volunteers for the MS 150 and MS Walk. Implemented event volunteer recruitment program for 2004, recruiting more than 800 volunteers for spring events. Coordinated volunteers at events, maintained communications, and built relations with key contacts.
- Oversaw design and production of all printed materials and communications for Dallas mass-market events. Designed chapter-wide templates for participant communications, including a rider manual, MS Walk newsletter and TeamMS recruitment pieces. Coordinated website development and e-newsletters for North Texas Region.
- Assisted in Dallas PR and advertising efforts, working with a local PR agency.
- Maintained timelines, supported strategic development, and mentored new staff.

**Lovell Public Relations, Inc.** – Dallas, TX

Freelance Writer, 2001

Accounts Coordinator, May 1999 – August 2000

- Responsible for media writing and strategic planning on agency accounts, including writing media releases and alerts, creating materials for media kits, coordinating newswire distribution, maintaining media lists and contact databases, researching and writing background materials, developing educational materials for media training seminars, recapping media for clients, positioning award entries, strategic planning on campaign development, and special event coordination.
- In 2001, contracted on occasion to write media releases for agency accounts. Also contracted to coordinate award entry proposals, which went on to win the ICSC MAXI and PRSA Silver Anvil Awards, the highest distinctions in each field.

**National Multiple Sclerosis Society, Iowa Chapter** – Des Moines, IA

MS 150 Bike Tour Contractor, 1998

- Contracted to coordinate the 1998 MS 150 Dome to Dome Bike Tour, including development of a participant newsletter and rider manual, meeting the public, planning for pre-and post-event activities, coordinating volunteers, and route logistics.

## **Education**

**North Park University** – Chicago, IL ([www.northpark.edu](http://www.northpark.edu))

2005 - Completed Certificate in Nonprofit Management (graduate program)

Work in progress towards Masters of Management in Nonprofit Administration

**Drake University** – Des Moines, IA ([www.drake.edu](http://www.drake.edu))

1999 – BA in Journalism and Mass Communications, graduated cum laude

Major and Area of Concentration: Public Relations/Business