

Chrissie Knudsen

Work Experience

FOUNDER/OWNER, CHRISSIE KNUDSEN PHOTOGRAPHY

Sept 2021 - Present

I support high-end brands and publications with food and beverage photography that ultimately drives and inspires action.

- Operate all aspect of freelance business, from marketing and business development to client communications and project management.

FREELANCE MARKETING/COMMUNICATIONS PROJECTS

Aug 2019 - Present

- Develop strategy and marketing collateral on a freelance basis. Clients include: an international speaker impacted by Covid-19 travel restrictions, a leading residential real estate agent, multiple women-owned businesses.

DIRECTOR OF DEVELOPMENT

Jun 2016 - Jan 2019, Food Rescue US | HQ in CT; remote from PGH
FRUS is a national nonprofit using technology to end food insecurity.

- Demonstrated high-level leadership to influence team culture, revenue growth, and achieve organization's strategic goals.
- Responsible for the design and oversight of a comprehensive development strategy, including both annual revenue goals and long-term objectives. Revenue streams included major donors, annual giving, foundations/grants, corporate partnerships, and special events.
- Demonstrated commitment to high performance through a proven track record of meeting/exceeding goals in a high pressured, fast-paced environment:
 - Increased revenue 69% from FY16 to FY17; grew total annual revenue 60% from FY16 to FY18.
- Directed creative strategy for national and regional campaigns, including print and digital collateral, direct mail, email marketing, and social media.
- Played an integral role in scaling communications to grow national presence. Number of active markets/sites more than doubled during my time with the organization.

Education

NYU: ROBERT F. WAGNER GRADUATE SCHOOL OF PUBLIC SERVICE

2012-2015, MPA

Public & Nonprofit
Management

Relevant Coursework:

- Advanced Project in Management: Marketing Project Team Leader
- Conflict Management & Negotiation
- Financial Management for Nonprofit Organizations
- Managing Public Service Organizations
- Marketing for Nonprofit Organizations
- Performance Measurement & Management
- Strategic Management

CONNECTICUT COLLEGE

2004-2008, Bachelor of Arts
Graduated with Honors

Religious Studies



Skills & Proficiencies

- Adobe Creative
- Email Marketing: Constant Contact, FloDesk, Mailchimp
- Google Suite
- Microsoft Office
- Salesforce
- Raiser's Edge
- Slack
- Social Media: Instagram, Facebook, Pinterest, Twitter

About

- Meyers-Briggs ENTJ “The Commander”
- Predictive Index “Captain” Reference Profile
- RIASEC/Holland Code: Enterprising, Artistic, Conventional (EAC).
- Enneagram Type 7

DIRECTOR OF DEVELOPMENT

Mar 2013 - Jan 2016, AFEDJ | Darien, CT

AFEDJ is a \$2m nonprofit organization that provides funding for humanitarian aid and social services in the Middle East.

- Led development efforts across all revenue streams, including the first major donor strategy.
- Provided high-level engagement with Trustees, volunteers, donors, and grantees both nationally and internationally.
- Managed the development of a new brand identity, working with several firms through a multi-year process.
- Composed and designed major fundraising and communications collateral including direct mail campaigns, the Annual Report, bi-annual print newsletter, and email marketing campaigns.

ASSOCIATE DIRECTOR OF DEVELOPMENT

Jan 2011 - Feb 2013, Inspirica | Stamford, CT

Inspirica is a \$8m+ organization working to break the cycle of homelessness.

- Supported fundraising efforts by managing the annual campaign, special events including the first major gala, serving as the main point of contact for the Trustee’s Development Committee.
- Produced compelling donor content which secured high level revenue growth and increased donor retention:
 - FY12 surpassed annual campaign goal by 66%; increased total number of gifts with significant lapsed donor renewals; 54% of donors giving at a higher level from the previous year; grew online giving 196%.
- Served as project manager for a multi-year re-branding project.
- Created and implemented digital communication strategy such as managing media relations, writing press releases, and producing various marketing collateral including Annual Report and e-newsletters.

DEVELOPMENT COORDINATOR

May 2010 - Jan 2011, Defenders of Wildlife | D.C.

DOW is a \$43m nonprofit committed to protecting and restoring imperiled wildlife and habitats.

- Coordinated fundraising and marketing campaigns and provided support to the Major Donor team.

ACCOUNT ADMINISTRATOR, SALES & MEMBER SERVICES

Jun 2008 - Jul 2009, Corporate Executive Board (now Gartner) | Washington, D.C.

- Supported twelve sales and account executives as part of a new “hybrid” model pilot program.