

CHERI LOVELL

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Creative and entrepreneurial not-for-profit leader, focused on strengthening organizations by developing intentional, sustainable and visionary strategies. Broad background in marketing, funding and management — including data development and fundraising, outreach and communications across channels, strategic planning and financial administration. Proven ability to innovate, launch successful initiatives, engage diverse audiences and strengthen systems. Collaborative, mission-focused style emphasizes individual initiative and teamwork, experimentation and strategic action. Experienced in faith-based organizations, advocacy, women's issues, youth involvement, social justice, international development, financial services and investments, and real estate.

The Strategic Org

2015 – present ○ Charlotte NC

Provide strategic development, data management, marketing and fundraising services.

SIGNIFICANT ENGAGEMENTS

- ▶ Guide congregation in \$1.5M initiative to create a visionary, non-traditional ministry in South Charlotte, employing an innovative proposal strategy to identify potential trailblazers.
 - ▶ Serve as Strategic Development Minister for the Southern Conference, United Church of Christ — strengthening funding and building value for congregations across the region.
 - ▶ As a Registered Consulting Partner and Salesforce Certified Administrator, develop cloud-based data solutions for not-for-profit organizations and small business.
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United Church Funds

2006 – 2015 ○ New York City

A socially responsible family of investment funds, managing over \$800M in long-term assets.

DIRECTOR, MARKETING & STRATEGIC INITIATIVES (2012-2015)

- ▶ Developed and executed national marketing strategy that emphasized multi-layered relationship building, employed a range of outreach channels, and constructed products and services to meet changing needs.
- ▶ To strengthen reach and deepen impact, initiated transfer to United Church Funds of responsibility for planned giving marketing and administration from its 40-year home in the denomination's national structure.
- ▶ Created educational curricula on financial management, endowment fundraising and policy development; trained volunteers, board members and officers. Conceived and produced national and regional conferences.
- ▶ Streamlined and led organization's strategic planning, engaging board and staff in a joint process to strengthen fund growth. Engaged board to achieve goals and advance the organization's mission.

CONSULTANT (2006 – 2011)

Developed national marketing program and educational resources, led name change and re-branding initiative for century-old agency, coordinated six-organization presence at biennial national meetings.

Consultant

2002 – 2014 ○ New York City & Charlotte NC

Provided marketing, fundraising and strategic management services to mission-based organizations.

SIGNIFICANT ENGAGEMENTS

- ▶ Managed national marketing and business development for Cornerstone Fund, a \$60M real estate-based loan and investment fund. Developed popular seminars on all aspects of financial/church management.
 - ▶ Served as Project Manager for the ecumenical One Great Hour of Sharing — an historic, national offering which annually raises over \$15M for disaster relief and international development.
 - ▶ Developed marketing and communications vehicles for the United Nations-based African Youth Alliance; trained field staff in program message communication and media interaction.
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US Committee for the United Nations Population Fund

2000–2002 ○ New York City

A US organization promoting the UN Population Fund mission & program to the American public and media.

EXECUTIVE VICE PRESIDENT

- ▶ Administered multi-partner African Youth Alliance, a \$57M grant funded by The Bill & Melinda Gates Foundation to address adolescent reproductive health in Botswana, Ghana, Tanzania and Uganda.
- ▶ In under two years, led operational development from a \$500,000 part-time initiative to a fully-staffed agency with a \$15M budget. Converted accounting systems, developed operational policies, maximized income.
- ▶ Liaised with Board committees and members in fundraising, advocacy and strategic planning. Hosted journalists on three international missions, achieving national media coverage.
- ▶ Obtained a \$50,000 grant from a major foundation to lead the organization's first strategic planning initiative.

United Church of Christ

1998 – 2000 ○ Cleveland OH & New York NY

A mainline Protestant denomination comprising over 5,000 local churches across the United States.

DIRECTOR OF EDUCATION & MARKETING, UNITED CHURCH FOUNDATION (1999–2000)

Served as national relationship manager and business development officer, soliciting more than \$16M in new accounts in just over a year. Established first marketing initiative for the 90-year-old agency.

ASSOCIATE DIRECTOR OF MARKETING, CORNERSTONE FUND (1998 – 1999)

As a national relationship manager, promoted the Fund and advised local church and denominational leadership on capital financing and investment options. Inaugurated marketing strategy to improve profitability.

Other Managerial Positions

CONSULTANT	Developed marketing strategy and materials for a range of industries.
DIRECTOR OF MARKETING	Increased revenue by developing new products and expanding audiences. Produced the Charlotte Symphony's first Radiothon, raising over \$76,000.
VICE PRESIDENT	Directed international sales of a \$3.2M public real estate fund. Established an NASD Broker-Dealer. Licenses: Series 7, 24, 27, 63
COMMERCIAL OFFICER	Managed a \$1.5M loan portfolio and managed branch bank staff.

AFFILIATIONS & CERTIFICATIONS

CFRE INTERNATIONAL	Certified Fund Raising Executive
INTRAHEALTH INTERNATIONAL	Board Member (2009 – present); Finance & Audit Committee (past Chair)
SEATTLE UNIVERSITY	Member, Financial Literacy & Management in Ministry Council Instructor, School of Theology and Ministry
UNITED CHURCH OF CHRIST	Ordained Minister; Member, Holy Covenant UCC Endowment Committee National One Great Hour of Sharing Endowment Fund Committee
OTHER CREDENTIALS	E-Learning Instructional Design Certificate (ATD); Certified GTD® Trainer

EDUCATION

EMORY UNIVERSITY Atlanta GA	Master of Divinity, <i>magna cum laude</i> Certificate in Women's Studies
UNIVERSITY OF NORTH CAROLINA Chapel Hill NC	Bachelor of Arts, Journalism James M. Johnston Scholar
