

# CHERI LOVELL

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Creative and entrepreneurial leader, facilitator and manager with a broad background in finance, marketing, fundraising, strategy, and organizational systems. Skilled writer and presenter with experience working with groups of under 10 to over 1,000. Proven ability to innovate, build relationships at all organizational levels, launch successful initiatives, and engage diverse audiences in a collaborative style. Experienced across segments including international development, arts and religion, investments and financial services.

## SALESFORCE

Began using Salesforce in 2011 and became a Registered Consulting Partner in 2016, implementing Enterprise edition and NPSP. Skilled in client-facing engagements, requirements discovery, problem-solving and project management. Built online loan application system using custom objects, Communities and Visualforce.

- ▶ Salesforce Certified Sales Cloud Consultant, Community Cloud Consultant, Administrator; Accredited Sales Professional; *radWomen()*; graduate, Trailhead Ranger (125 badges and counting)
- ▶ Leader, Charlotte Nonprofit User Group

## CONSULTING & NONPROFIT

- ▶ PROJECT MANAGEMENT  
Led team in creating new \$1.6M grant program: facilitating discussions to determine direction, developing processes, evaluating options, and ultimately funding three visionary programs. Managed project to impel metropolitan school board to renew innovative center's lease on a vintage school building, engaging center's board members, tenants, constituents and neighborhood. Served as Project Manager for national, multi-organization program to annually raise over \$15M for disaster relief and international development.
- ▶ FUNDRAISING  
Guided congregation in its first capital campaign in 20 years, raising 26% over goal. In one year, increased giving to regional organization by 14%. Awarded Certified Fund Raising Executive (CFRE) certification.
- ▶ MARKETING  
Developed and executed national marketing strategy for \$800M family of investment funds, emphasizing multi-layered relationship building, employing a range of outreach channels, and constructing products and services to meet changing needs. Managed marketing and business development for \$60M real estate fund.
- ▶ MANAGEMENT  
Led United Nations-related organization's development from a part-time initiative to a fully-staffed \$15M agency. Converted accounting systems, developed operational policies, maximized investment income. Administered \$57M Gates Foundation grant to implement multi-partner African Youth Alliance in Botswana, Ghana, Tanzania and Uganda. Obtained \$50K grant to implement first strategic planning initiative.

## HIGHER EDUCATION & TRAINING

- ▶ Serve on Seattle University advisory panel for post-graduate online certificate program. Created curriculum for two of five current program courses, taught three pilot courses. Currently developing sixth course.
- ▶ Created educational curricula on financial management, endowment fundraising and policy development; trained professionals, graduate students, volunteers, and board members across the US for over a decade.

## FINANCIAL SERVICES

- ▶ Initiated investment marketing program to solicit \$16M in new accounts in 16 months
- ▶ Directed international sales of a \$3.2M public real estate fund
- ▶ Established an NASD Broker-Dealer and held Series 7, 24, 27, 63 licenses

## DEGREES

- ▶ Emory University — Master of Divinity, Certificate in Women's Studies
  - ▶ University of North Carolina at Chapel Hill — BA, Journalism
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