

## EXPERIENCE

2013-2022

### **DIRECTOR OF ENGAGEMENT, SHIRLEY HEINZE LAND TRUST**

- Provided leadership, vision, and strategic thinking to generate financial resources necessary to fulfill strategic plan
- Strengthened development, outreach, and volunteer capacity
- Worked with community, youth, business, and religious organizations to connect people to nature and build support for conservation
- Increased engagement via programs, partnerships, campaigns, and special events
- Identified, researched, cultivated, and solicited individuals, corporations, foundations, and partners
- Developed revenue projections and strategies to generate \$500K-\$750K unrestricted income toward \$1M annual budget
- Raised funds for and executed capital projects to evolve public access amenities and programming at Lydick Bog Nature Preserve and Meadowbrook Nature Preserve
- Grew Quasi-endowment investment fund to generate annual income for the organization
- Expanded Legacy Circle commitments for long-term sustainability
- Managed both external and internal communications and built brand recognition with the development and execution of comprehensive marketing strategies
- Supervised communications coordinator, programs coordinator, and volunteer coordinator, and assisted the executive director with hiring, annual evaluations and development plans for the staff as a whole
- Managed and actively participated in fundraising, marketing, program and board meetings to integrate fundraising and engagement goals into every aspect of the organization; wrote succinct minutes
- Secured multiple promotions; other positions held include **operations director, operations & special events manager, development coordinator**

2006-2012

### **EXECUTIVE PRODUCER/PROJECT MANAGER, MEDIA RICH COMMUNICATIONS**

- Directed the development of programs for the award-winning video series, "America in the 20<sup>th</sup> Century"
- Devised and implemented multi-channel sales strategy by identifying distribution partners and negotiating licensing agreements with organizations including Discovery Education, Learn360, and Films Media

1993-2006

**DIRECTOR OF OPERATIONS/EXECUTIVE PRODUCER, BROADVIEW MEDIA**

- Responsible for the fulfillment of a wide range of projects for publicly-held media production company
- Supervised a staff of twenty-five and freelance personnel to complete television, corporate and educational programs for clients such as HGTV, History Channel, Blue Cross Blue Shield Association, Lurie Children’s Hospital and Pearson/Scott Foresman
- Served as Executive Producer and primary client contact for projects totaling \$2M annually
- Led creative team members in all phases of production including project scope and design, writing, video production and post, sound editorial, graphic design and multimedia design and programming
- Secured multiple promotions; other positions held include **director of post-production/project manager, operations manager, scheduling coordinator, traffic/client services coordinator**

**EDUCATION**

1992

**BACHELOR OF ARTS, COMMUNICATIONS & PSYCHOLOGY, INDIANA UNIVERSITY**

**SKILLS**

- Engagement
- Development
- Event Management
- Partnerships
- Communications
- Teambuilding

**WORK SAMPLES**

Please visit [bonniehawksworth.com](http://bonniehawksworth.com)

**VOLUNTEER ACTIVITIES**

2022-2023

**BOARD MEMBER, CHESTERTON ART CENTER**

- Lead strategic planning, fundraising, and development to achieve organizational goals
- Promote organizational activities as an ambassador to the community

2022-2023

**YOUTH SERVICES DIRECTOR, CHESTERTON PORTER ROTARY**

- Administer annual scholarship program
- Present Chesterton High School Student of the Month
- Support and inform the Rotary Interact Club

2009-2012

**FUNDRAISING CHAIRPERSON, FIELD STATION COOPERATIVE PRESCHOOL**

- Served on the board of directors as fundraising chair
- Established annual fundraising plan and schedule of events to raise \$30K per year
- Consistently met fundraising goals by securing donations and sponsorships, leveraging available resources and managing and encouraging a committee of volunteers

## REFERENCES

**Barbara Black**, President  
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