



MITCHELL HURST

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HIGHLIGHTS

More than two decades of experience leading communications and marketing for grantmaking foundations and nonprofit organizations:

- Led transition to digital for one of the nation's largest foundations by building successful internal partnerships and establishing productive external relationships with contractors.
- Managed national marketing and advertising for a national line of business at one of the nation's largest banks; managed internal communications through a key merger.
- Counseled organizations on communications management and staffing challenges and on establishing and integrating new communications channels into their strategies.
- Established a communications department at a philanthropic association and launched initial media outreach efforts.

WORK EXPERIENCE

MH Communications *Independent Consultant, 2010 to present*

Responsibilities: Help foundation and nonprofit clients maximize investments in communications and marketing. Clients include grantmakers, philanthropic associations, nonprofit organizations, and for-profit companies. Projects have included online communications planning and channel launch and management, Website evaluation and planning, online media outreach, and communications management consulting.

Accomplishments: Successful projects and engagements include helping a philanthropic association recalibrate its communications strategy and adjust to staff transitions; leading a Website planning project for a public early childhood investment corporation; establishing and launching a social media strategy for an urban secondary education initiative; mentoring new staff for a foundation client and stepping in to assist with management while Vice President took a leave of absence; and, evaluating opportunities for a regional foundation to expand its impact through use of social media.

The Scofield Company *Vice President, Interactive, 2009-2010*

Responsibilities: Advised foundation and nonprofit clients on online communications strategies, including Website development, social media evaluation and channel launch, online media and blogger outreach, and organizational management. Firm closed in June 2010.

Accomplishments: Successfully launched digital practice by bringing in new clients and expanding opportunities with existing clients; completed Website planning projects for a Washington, D.C.-based lobbying firm and a state-wide educational association; conducted research and evaluation for an international public foundation; and, helped social service agency clients launch social media initiatives.

Charles Stewart Mott Foundation *Team Leader, New Media, 2001-2009*

Responsibilities: Directed the foundation's online media strategies, including management of internal and external content developers and technical staff. Interfaced with senior managers and program staff to align content strategies with program goals. Reported on online communications strategies and successes to foundation trustees.

Accomplishments: Managed creation and launch of two enterprise-level Websites to meet demands of fast-growing online audience; established strong relationship with Chief Information Officer for data-sharing initiatives that expanded organizational transparency; launched the foundation's initial social media channels and social strategies; directed a national project to explore ways to use new online platforms to strengthen relationships with grantees; and, represented the foundation at national and regional philanthropic conferences and won a variety of association awards.

Bank of America *Vice President, 1999-2001*

Responsibilities: Managed marketing and advertising for national Community Development Banking unit. Directed public relations and media outreach for the bank's community sponsorships and corporate contributions in the Chicago market.

Accomplishments: Worked closely with national brand team to produce print strategy for Community Development under new Bank of America brand; created a print strategy to report on the bank's community development performance in more than 40 markets throughout the country; and, spearheaded communications for a national transition team as the bank merged with NationsBank, at the time the largest merger in U.S. banking history.

Donors Forum *Director of Communications, 1990-1998*

Responsibilities: Directed communications for regional association of grantmakers in Chicago. Managed all aspect of communications and marketing, including print, media relations, and initial online communications strategies.

Accomplishments: Established public relations and marketing function, including a fully staffed media outreach practice; hired new staff and expanded public affairs; and, oversaw installation of the organization's first computer network and email systems.

Education

- Columbia College Chicago: Bachelor of Arts, Journalism, 1990

Professional Affiliations

- Former member, board of directors, Communications Network, a national association of foundation communications leaders
- Former Chair, Communications and Marketing Task Force, Council of Michigan Foundations, state-wide association of grantmakers
- Presenter, Council on Foundations, Council of Michigan Foundations, Grantmakers for Effective Organizations, Communications Network, Technology Affinity Group

Social

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