

JOSH HIRSCH

Creative, skilled, communications and fundraising management expert with more than 15 years of demonstrated success.

AREAS OF EXPERTISE

- Artificial Intelligence
- Digital Communications
- Social Media Marketing
- Social Media Advertising
- Artificial Intelligence
- Website & Graphic Design
- Video Production & Editing
- Print & Online Collateral Material Creation and Production
- Data Collection & Analysis
- Presentations & Public Speaking
- Program Development & Implementation
- Fundraising, Stewardship, Communications, & Leadership
- Strategic Partnership & Relationship Building
- Donor Data Management
- Gift/Donor Identification & Cultivation
- Foundation & Corporate Grants

FOCUS AREAS & ACCOMPLISHMENTS

- **Communication** – Gained proficiency in various forms of digital communications including social media marketing, print and web copy, data analytics, and campaign materials.
- **Partnership Building** – Formed strong, sustainable relationships with community organizations, government agencies, and educational partners to develop and deliver innovative programs that increased organization's visibility.
- **Management** – Worked closely with Boards of Directors and managed my co-workers, volunteers, lay leaders, consultants, and vendors to reach organizational goals via public advocacy and a multitude of strategies.
- **Fundraising** – Secured \$1,500,000+ in 8 years from individual, foundation and corporate support. Analyzed data, identified prospects, created fundraising strategies and directed activities to achieve goals.

WORK EXPERIENCE

Soukup Strategic Solutions

Naples, FL

2023 - Present

Senior Consultant

Impact: Provided strategic counsel to enhance the company's national profile, driving content and thought leadership initiatives that positioned the company as a leader in the nonprofit sector. Launched a dedicated vertical for AI consultation and strategic implementation, expanding service offerings to meet emerging industry needs.

- Spearheaded the development of an AI consultation and strategic implementation vertical, helping nonprofits integrate AI solutions to improve efficiency and enhance decision-making processes.

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- Developed and launched a comprehensive 7-module course focused on leveraging AI in the nonprofit sector, providing education and practical tools to help organizations maximize the potential of AI in fundraising, communications, and program delivery.
- Led the development and execution of strategies to increase brand visibility and authority in the nonprofit sector, focusing on thought leadership and personnel promotion.
- Advised on and implemented improvements to the company's marketing plan and brand positioning, ensuring alignment with business goals and market trends.
- Collaborated with the Director of Marketing and Communications to identify and pursue strategic partnerships, conference opportunities, and content exchanges (webinars, blogs, and podcasts) to boost engagement with target audiences.
- Produced content including blog posts, lead generation materials, resource documents, training handouts, and webinars to educate nonprofit professionals and attract new clients.
- Actively cultivated a professional network, leveraging connections to secure speakers and enhance the reach of company-hosted webinars and podcasts.
- Delivered brand strategy consulting to nonprofit clients, including marketing plans, campaign strategies, and digital presence assessments with measurable KPIs.
- Represented Soukup Strategic Solutions at conferences, participating as a speaker, moderating webinars, and engaging with potential clients and partners to foster growth opportunities.
- Facilitated team development through training and coaching, focused on enhancing service quality and client outcomes.
- Regularly analyzed data and provided systems-focused recommendations for continuous improvement across client services and internal processes.

THE FUND RAISING SCHOOL

Indianapolis, IN

2023 - Present

Digital Marketing Manager

Impact: Supported overall marketing strategy across online channels to support social engagement and revenue goals.

- Plan and execute all digital marketing, email, and social media campaigns
- Design, build and maintain social media presence
- Devise and implement strategy for expanding promotion of The First Day Podcast
- Measure and report performance of all digital marketing campaigns, and assess against Key Performance Indicators (KPIs) and goals
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

SUSAN G. KOMEN

JOSH HIRSCH

Dallas, TX

2020 - 2022

Social Content Marketing Manager

Impact: Supported overall marketing strategy across online channels to support social engagement and revenue goals.

- Collaborated with the digital, creative, and social media teams to identify opportunities for audience and traffic growth across all social platforms
- Channel lead for Twitter (<https://twitter.com/susangkomen>) and LinkedIn (<https://www.linkedin.com/company/susangkomen/>)
 - Published social media content that built audiences, generated engagement, and moved users to donate/fundraise
- Collaborated across the organization with Development/Events to grow social revenue through acquiring and stewarding fundraisers and donors
- Implemented social media solutions for enhancing social footprint and revenue generation
- Focused on channel optimization and growth through testing strategy to promote innovation and growth
- Identified key influencers for campaigns and reviewed/approved influencer content to maximize ROI
- Aligned with Partners team to build influencer campaigns that support the business and meet desired marketing objectives/internal priorities
- Oversaw the planning, coordination, and management of influencer-driven campaigns
- Compiled, analyzed, and interpreted data to optimize execution and report on social content strategy
- Created and managed editorial content calendar in Airtable

SUSAN G. KOMEN FLORIDA
West Palm Beach, FL

2018 - 2020

Director of Mission and Communication

Impact: Increased brand awareness and support for the organization.

- Oversaw and launched the rebranding of Susan G. Komen South Florida serving 4 counties to Susan G. Komen Florida serving 64 of 67 counties
- Designed and implemented social media strategies to position Susan G. Komen Florida as the first responder to breast cancer in Florida including:
 - Facebook page (<https://www.facebook.com/komenflorida>)
 - Twitter profile (<https://twitter.com/komenflorida>)
 - Instagram (<https://www.instagram.com/komenflorida/>)
 - LinkedIn profile (<https://www.linkedin.com/company/susan-g-komen-florida>)
 - YouTube channel (<https://www.youtube.com/channel/UCKYhhyr4ePwn7MCND5i5Ljg>)
- Created monthly newsletter distributed to donors and supporters highlighting Komen's 360-degree approach to fighting breast cancer
- Created *Healthy@Home* Facebook Live series as a way to continue sharing mission-focused content during COVID-19 (<https://komenflorida.org/healthy-at-home/>)
- Created 2020-2021 content calendar (<http://komenflorida.org/2020-2021/>)

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- Measured content marketing effectiveness using Google Analytics
- Optimized Facebook advertising to target messaging and drive strategy
- Utilized Google AdWords campaigns to increase web traffic
- Developed 16-week communications plan for annual Race for the Cure and MORE THAN PINK Walk events
- Increased social media audience by 20% through organic and paid strategies
- Oversaw RFA process and mission investment grantmaking
 - Managed Grant Review Committee

NONPROFITS FIRST

West Palm Beach, FL

2015 - 2018

Director of Digital and Membership Services

Impact: Increased brand awareness and support for the organization.

- Designed and implemented social media strategies to position Nonprofits First as a resource for information including:
 - Facebook page (<https://www.facebook.com/Nonprofits.First.Inc/>)
 - Twitter profile (<https://twitter.com/nonprofitsfirst>)
 - LinkedIn profile (<https://www.linkedin.com/company/nonprofits-first/>)
 - YouTube channel (<https://www.youtube.com/channel/UCFls8O985MrxwRkvKF86kSA>)
- Produced *Nonprofit Nugget* video series highlighting stories of program participants, members, and affiliate consultants
- Created monthly *501(c)News* newsletter distributed to members and community partners
- Measured content marketing effectiveness using Google Analytics
- Optimized Facebook advertising to target messaging
- Utilized Google AdWords campaigns to increase web traffic
- Developed digital communications strategy and execution for Urban League of Palm Beach County, Vita Nova, Caridad Center, Faith Farm Ministries, Center for Family Services, Families First of Palm Beach County, All-Star Smiles Foundation, and Joseph P. Cory Foundation
- Oversaw member recruitment, stewardship, and retention
- Maintained YourMembership CRM database
 - Manage organizational and individual membership accounts
 - Website content maintenance (<http://www.nonprofitsfirst.org/>)
- Lead customized Raiser's Edge trainings for Boys & Girls Club of Palm Beach County and Achievement Centers for Children & Families

THE WEISS SCHOOL

Palm Beach Gardens, FL

2012 - 2015

Director of Development and Chief Gratitude Officer

Impact: Established a culture of giving which had not previously existed at the School.

- Collaborated with Leadership Team and Board of Directors to develop Sustainability, Stewardship and Marketing Plans
- Managed Raiser's Edge database

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- Implemented best practices related to gift processing, acknowledgements, recognition, donor records, stewardship, information tracking, and reports
- Created custom queries, reports, batches, exports, mailings, and dashboards using Raiser's Edge and Crystal Reports
- Produced collateral marketing pieces, including fact sheets, brochures, and event programs
- Created weekly *Heads Up Newsletter* distributed to School families, donors and alumni
- Designed and implemented social media strategies to recruit donors and program participants including:
 - Facebook page (<https://www.facebook.com/TheWeissSchool>)
 - Twitter profile (<https://twitter.com/weisssschool>)

THE PALM BEACH SCHOOL FOR AUTISM Lake Worth, FL

2008 – 2012

Director of Development and Marketing

Impact: Established a culture of giving which had not previously existed at the School.

- Collaborated with Executive Director to create Development, Stewardship and Marketing Plans
- Generated 5-times increase in individual donor base with direct mail, cultivation, stewardship, events, and face-to-face direct solicitation strategies
- Administered DonorPerfect database
 - Implemented best practices related to gift processing, acknowledgements, recognition, donor records, stewardship, information tracking, and reports
- Developed grant and program proposals to fund underserved areas of the School
- Designed evaluation research framework for grant funded projects
- Developed “*One Piece at a Time*” Capital Campaign plan including:
 - Overall message and theme
 - Case statement copy and design
- Designed and implemented social media strategies to recruit donors and program participants including:
 - Websites (www.PBSFA.org and www.PBSFACampaign.org)
 - Facebook page (www.Facebook.com/PBSFA)
 - Twitter profile (www.Twitter.com/PBSFA)
- Increased enrollment 4-times using website and Facebook as recruitment tools
- Utilized staff and community volunteers to execute Development, Stewardship and Marketing Plans

COMMUNITY INVOLVEMENT

The Fund Raising School at Indiana University Lilly Family School of Philanthropy at IUPUI

2022-Present

- Adjunct Faculty Member
 - Reviewed and developed the Digital Fundraising Course curriculum
 - Presented custom training workshops on fundraising and marketing

Association of Fundraising Professionals, First Coast Chapter

2022-Present

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- Currently serve as Florida Caucus Representative of the Board of Directors
 - Previously served as Membership Chair

Association of Fundraising Professionals, Palm Beach County Chapter 2013-2020

- Served as President of the Board of Directors
 - Previously served as President-elect, Treasurer, and Communications Chair
- Selected as Chamberlain Scholar to attend Association of Fundraising Professionals International Conference (2014)

Association of Fundraising Professionals – Florida Caucus 2013-Present

- Serve as AFP Global Liaison
- Conference Chair for Planet Philanthropy (2022)
- Conference Co-Chair for Planet Philanthropy (2021)
- Education Committee Co-Chair for Planet Philanthropy (2020-Present)
- Marketing and Communications Co-Chair (2016-2017)
 - Website content maintenance, <http://www.planetphilanthropy.org/>
 - Social Media content management for Facebook and Twitter

Leadership Palm Beach County 2016-2020

- Member of the Class of 2017
- Engage Forward Project Team Co-leader for P.O.S.T. (Pediatric Oncology Support Team)
- Served as Co-chair for Civic Engagement Committee
- Served on Marketing Committee

NonProfit Pro Magazine 2020-Present

- Member of the Editorial Advisory Board (<https://www.nonprofitpro.com/editstaff/>)

EDUCATION

Certificate of Social Media Strategy July 2017
National Institute for Social Media, Farmington, MN

Certificate of Strategic Fundraising and Philanthropy December 2009
Bay Path University, Longmeadow, MA

Master of Science in Family, Youth and Community Sciences December 2005
University of Florida, Gainesville, FL

Bachelor of Science in Advertising December 2002
University of Florida, Gainesville, FL