

SUSAN SERVEN

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SUMMARY

Raising funds and awareness for the world's important work.

Senior development, marketing, and operations professional with diverse experience and proven leadership skills in strategy, operations, change management, development, marketing, social media, communications, nonprofit management, media relations, corporate, education and community partnerships, as well as event and project management developed through an interdisciplinary career in both the corporate and nonprofit sectors.

EXPERIENCE

Serven Strategies

New Canaan, CT

President (November 2024 to Present)

Serven Strategies partners with nonprofits and small businesses to accelerate growth, raise awareness, and increase operational efficiencies. We specialize in crafting tailored development, operations, and marketing strategies, streamlining processes, and delivering actionable plans that drive measurable results. From content creation to corporate relations, social media, and fundraising, we help you enhance communication, foster engagement, increase efficiency, and boost your financial performance.

Our approach includes a comprehensive 360-degree review of your current practices to inform strategy development. We then create clear, actionable plans with precise timelines designed to elevate brand awareness, broaden your reach, and meet your financial objectives.

DarkSky International

Tucson, AZ

Chief Development and Marketing Officer (August 2024 to November 2024)

Director of Development and Communications (May 2023 to August, 2024)

Led a team of six staff members, two interns, and three consultants to increase efficiencies, deliver impactful digital, print and social media communications, and drive donations and revenue through major donor engagement, corporate partnerships and event sponsorships, consistently exceeding awareness metrics fundraising goals.

Primary responsibilities included:

- Created strategy, development and operational plans
- Built a team of six staff members to expand DarkSky's global reach
- Managed execution of all development, marketing and communications activities
- Oversaw DarkSky's rebranding in 2023
- Developed, documented and executed new processes and procedures for the organization's Development, Marketing, and Engagement departments to ensure alignment with organizational goals
- Planned and executed corporate partnership outreach and activity, growing number of partnerships 20% in 2024
- Managed the publication of Nightscape, DarkSky's quarterly newsmagazine and expanded its growth to global markets

A Greener World

Terrebonne, OR

Director of Engagement (October 2021 to November, 2022)

Responsible for all consumer marketing, communications, and social media strategy, content, and execution as well as development, corporate relations and fundraising activities.

Primary responsibilities included:

- Led development strategy, plan and execution of all partnership, fundraising, and grant activities
- Planned and executed donor and corporate partnership and foundation outreach and activity
- Initiated development tracking system using benchmarks and KPIs in order to ensure success and growth
- Developed and executed annual Marketing and Communications plan and calendar
- Created all Consumer content including social media, blog posts, eblasts, collateral material and media releases

Key Achievements:

- Led web site update to include donor options including stock gifts, planned giving, peer-to-peer and digital fundraising
- Developed grant strategy and outreach plan to more than three dozen foundations
- Led partnership outreach to corporations and organizations resulting in 4 new key partnerships in 2022
- Grew consumer list 15% Y/Y; increased social media engagement and growth 10-30% per platform
- Created calendar and standardized process for eblasts, blogs, press releases, social media, and donor acknowledgments

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VOICES Center for Resilience (formerly VOICES of September 11th) Director of Development and Public Relations (September 2019 – September 2021)

New Canaan, CT

Responsible for all development and marketing activities and events as well as media relations and digital marketing initiatives.

Primary responsibilities included:

- Created and executed VOICES annual development and PR plan, developing budget, metrics and benchmarks
- Led the solicitation, cultivation, stewardship, and recognition of donors (including sponsors and corporate partners)
- Developed and managed content for digital media, and social media, worked with tech team to develop new web site

Key Achievements:

- Developed plan, obtained sponsors, lead and managed first-ever art exhibit to raise funds and awareness, Sept., 2021
- Led and managed 6th and 7th Annual Golf Outings, 2020 & 2021 – 55% and 23% increase Y/Y, respectively
- Created and executed first virtual fundraising gala – December, 2020 - 25% net increase over in-person 2019 gala
- Developed plan to bring in new sponsorship funding for first-ever virtual September Symposium 50% increase Y/Y
- Worked with team to relaunch VOICES brand (new name, branding, web site, donor outreach)

Susan Serven / Strategy

New Canaan, CT

Marketing Consultant (November, 2018 – September 2019)

Multiple consulting engagements for nonprofit, healthcare, and small business clients to draft and execute fundraising and development plans and social media / digital marketing strategy.

The Impact Vine, a program of The Community Fund of Darien

Darien, CT

Created by nonprofits for nonprofits, The Impact Vine was formed to create a community crowdfunding platform to connect people with nonprofits in order to solve local problems. **The Impact Vine was acquired by The Alliance in 2019.**

Program Director (August 2016 - November 2018)

Led the launch of the Impact Vine working closely with the Board of Directors, Executive Director, web development team, volunteer working committee, staff, corporate donors, founding funders, stakeholders and nonprofit partners to:

- Develop strategy, development, implementation plan and budget for start-up crowdfunding site
- Generate and executed digital marketing, onboarding, corporate, and matching gifts plans
- Create all content including social media and press releases
- Manage launch and expansion to more than three dozen towns in Fairfield and New Haven counties and beyond

EPM Channel, LLC

New Canaan, CT

EPM Channel is an interactive b2b multi-channel brand focused on the information needs of Senior Finance, FP&A, Strategy & Compensation executives that provides on-demand thought leadership & core strategies for improving enterprise performance management including benchmarking data, analytics, & peer-to-peer networks to deliver unparalleled, actionable insights.

Co-Founder, Managing Director (2012 – 2017, EPM Channel was acquired in 2017)

- Developed business plan, budget, established goals, targets, organizational structure, policies
- Created and executed go-to-market strategy, brand development, content development, recruited Contributors
- Partnered with APQC to develop benchmarking survey and webinar, obtained corporate sponsors
- Recruited IE Group and CFO Magazine as initial clients
- Developed EPMC 360° Finance Gap Benchmarking Survey

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Chinese Language School of Connecticut, Inc.

Greenwich, CT

Founded in 2002, the Chinese Language School of Connecticut is a nonprofit, fully accredited program which teaches Mandarin Chinese to children and adults, offering both weekend and weekday classes, after-school programs, special events, workshops, private tutoring, iVu Chinese online tutoring, corporate programs and consulting services.

Co-Founder, Executive Director, Board Member (2002 – 2012)

- Developed and implemented short- and long-term strategic plans, marketing and brand strategy, media releases, annual budget, policies, and processes to broaden program scope and reach revenue targets
- Created and executed development and fundraising plan, including corporate partnerships and events
- Worked with CITA and MSA accreditation team to obtain dual accreditations (granted April 2008)
- Led creation, test and launch of iVuChinese, CLSC's online learning program, finalist in WSJ's "Small Business Big Innovation" (2011)
- CLSC profiled on CBS Evening News (2005), New York Times (2006), Wall Street Journal (2011)

Chopstix Preschool Chinese, LLC, Founder, President (1998-2003, acquired by the Chinese Language School of Connecticut in 2003)

OTHER WORK EXPERIENCE

American Cancer Society, Inc., S. Fairfield County Unit, Director, Special Events

Westport, CT

Save the Children Federation, Inc., Global Marketing Project Manager

Westport, CT

Lever Bros., Inc., Global Marketing, Business Systems Specialist

New York, NY

Nielsen Marketing Research, Inc., Client Services Analyst

Stamford, CT

EDUCATION

Indiana University, Lilly Family School of Philanthropy, Principles & Techniques of Fundraising graduate

Fairfield University, MBA, Finance, MBA International Business

Pace University, BBA, Marketing

HONORS

Fairfield University GSA Leadership Award, April, 2011, Global Citizenship Roundtable, February 2011, MBA Oath, May, 2010

Alpha Sigma Nu Honor Society, October, 2010

Fairfield University Graduate Students Dean's Roundtable, 2008-2009