

Carol A. Meyer, MBA

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SUMMARY

Purpose-driven executive skilled at message and content strategy, team development, and change management. A systems thinker adept at leveraging organizational strengths to form holistic value chains. A solid collaborator and adaptive leader who connects organizational vision to strategic implementation with clear road maps and deliverables. Creative problem solver who breaks down silos to connect individuals and teams with information that drives awareness, revenue generation, and stakeholder engagement.

CORE COMPETENCIES

Communications

- Revenue enablement / fundraising
- Content and message strategy
- Change communications
- Data-informed narratives
- Video and social media storytelling
- Brand positioning
- Crisis communications

Leadership

- Cross-functional collaboration
- Problem solving
- Change management–Prosci® certified
- Performance metrics
- Relationship building
- Process efficiencies
- Developing high-performing teams

Languages

Fluency in:

- English
- Spanish

Studies in:

- French
- Japanese
- Mayan Q'eqchi

PROFESSIONAL EXPERIENCE

Executive Director, Mega Gift Content and Interim Associate Vice President, RD Content

CARE USA, Atlanta, GA

04/2022-present

- Articulated an operational plan for new Content team including purpose, function, roles and annual planning canvas
- Working with Chief Revenue Officer to ensure team launch and success
- Developed a model for and delivered a market analysis on funding for private and USG channels. This market research is/will be used to inform program design.
- Launched an unprecedented 2-year fundraising campaign that included USG and private channels and covered emergency assistance to development and advocacy programming. Progress to date includes:
 - » All private channels are tracking over 50% towards 2-year goals at one-year mark
 - » USG is tracking at 157% of 2-year goal at one-year mark

Independent Consultant, Strategic Communications

Atlanta, GA

11/2020-04/2022

Executive Director, Advancement Communications

Emory University, Atlanta, GA

02/2015–11/2020

- Transformed a seven-person team of writers and graphic designers into a 25-person strategic communications team of proposal and stewardship writers, social media and video storytellers, data-informed digital marketers, and brand communicators by articulating their value proposition, cultivating a cross-functional mindset, and resourcing them with appropriate technology.
- Optimized efficiencies and quality in creative service delivery through custom business processes, CRM utilization, dashboard analysis, digital transformation, technology innovation, project management, and staff development to increase revenue generation year over year and decrease turnaround times.
- Spearheaded marketing plan and communications strategy for five-city presidential rollout tour, \$50M scholarship campaign, engagement events, change management initiatives, executive priorities, COVID-19 pandemic messaging, constituent surveys, ambassador program, and crisis response.
- Propelled fundraising growth from \$200 million to \$300 million+ per year by repositioning service bureau into team of strategic partners specializing in audience-focused communications including fundraising campaigns, engagement events, digital marketing experiences, and video storytelling.

Deputy Director, Proposals, Stewardship & Information

CARE USA, Atlanta, GA

11/2010–02/2015

- Led, coached, and mentored team of international development writers to enable relationship managers to secure private individual, corporate, and family foundation donor grants, resulting in more than \$35 million in revenue per year.
- Shaped executive communications and performance reports for division's representation in C-suite planning.
- Pioneered a comprehensive, digital grant management tracking system that increased synergies between narrative and financial reporting to provide holistic snapshots of donor giving.
- Motivated cross-channel teams including web, print, technical units, operations, 86+ country offices, and fundraising to produce compelling branded content via efficient business processes.
- *Previous CARE roles include:* Writer/Researcher–Individual Giving; Managing Director, I am Powerful Magazine; Specialist, Annual Giving; Creative Specialist, Direct Marketing

EARLY PROFESSIONAL SUMMARY

Public Relations Coordinator

American Red Cross, West Palm Beach, FL

Production Coordinator

Jack Morton Worldwide, Atlanta, GA

Small Business Development Volunteer

United States Peace Corps, Guatemala

- Designed and implemented a community-based ecotourism program, collaborating with community leaders and local organizations to determine costs, logistics, and promotion of tourism to a Mayan village located in the cloud forest region.
- Increased program visitors by 272 percent by implementing a marketing plan nationwide and spearheading global outreach. The program's success led to replication of the model in two additional villages and is now featured in numerous travel publications worldwide.

EDUCATION

Master of Business Administration (EMBA)

Leadership, strategy, organizational development

Georgia State University, Atlanta, GA

Bachelor of Business Administration, International Business

Concentration in marketing, minor in Spanish

University of Georgia, Athens, GA