

DOLORES “LANEY” OHMANS

651-270-2349 • dolores.ohmans@gmail.com • www.laneyohmans.com

PROFILE

Innovative: Skilled project manager with proven ability to implement communication vehicles and processes involving multiple stakeholders. *Flexible:* Fluent in print, social, and digital media strategies and analytical tools. *Experienced:* Ten years of progressive responsibility as a communications and development professional for Minnesota-based nonprofits.

SKILLS and PROFICIENCIES

Adobe InDesign, Photoshop, Spark
Microsoft Office Suite
Google Analytics, AdWords

Buffer, Hootsuite, Mailchimp, Pardot
CRM: Salesforce, Raiser’s Edge
CMS: Wordpress, Drupal

WORK EXPERIENCE

Higher Education Consortium for Urban Affairs (HECUA)

Director of Communications and Development
Marketing and Communications Manager

(January 2017 - present)
(July 2014-January 2017)

Responsible for strategic communications and development within a national 25-member consortium of colleges and universities.

- Designed and implemented a social media strategy for HECUA programs in the US and abroad, resulting in a 154% increase in social media referrals to the HECUA website.
- Trained and supervised social media manager and student correspondents.
- Developed a blogging program and platform for HECUA students and staff, managing an editorial calendar of up to 35 paid and volunteer bloggers each quarter.
- Managed the production of an annual 26-page promotional magazine, negotiating with the designer to reduce projected costs by 20 percent.
- Oversaw the redesign and migration of a 500+ page Drupal-based website.
- Managed the creation of a CRM-integrated web application portal for student applications.
- Secured a Google AdGrants account, ensuring \$10,000/month in promotional funding for HECUA Google AdWords campaigns.
- Planned, scripted, and narrated promotional videos.
- *Additional responsibilities:* Chair of Anti-Racism Coordinating Committee, Lead Organizer for 2018 biennial all-staff retreat

In the Heart of the Beast Puppet and Mask Theatre

Communications and Development Manager

(May 2013 - July 2014)

Marketing Manager

(July 2012 - May 2013)

- Oversaw creation of all promotional material, including postcards, flyers, e-newsletters, press releases, and social media content, as well as annual fundraising appeals.
- Supervised the creation of an 18-page annual parade tabloid.
- Managed and updated website using Wordpress platform.
- Supervised communications interns.
- Coordinated all promotional efforts for the MayDay Parade and festival.
- Wrote and designed case statements for major gifts fundraising.

First Unitarian Society

Membership and Outreach Director

(August 2011 - September 2012)

- Maintained the website and social media presence.
- Designed all in-house programming promotional materials.
- Coordinated and staffed the outreach committee.

Wisdom Ways Center for Spirituality

Communications Specialist

(July 2010 - January 2011)

- Designed annual promotional catalog.
- Created a social media platform to raise visibility and engage new audiences.
- Maintained digital presence and updated promotional materials

Sisters of St. Joseph of Carondelet Justice Office – Americorps position

Communications Associate

(August 2009 - August 2010)

- Designed, wrote, and launched a full promotional package (website, brochure, flyer, and fundraising letter) for the Duffel Bag Project, an ex-offender re-entry initiative.
- Maintained Justice Office digital presence, blog, and print materials.

VOLUNTEER EXPERIENCE

Metropolitan Regional Arts Council

Grant Panelist

(March 2017, March 2016)

Exodus Lending

Board Member

(January 2017 - present)

EDUCATION

B.A., University of Wisconsin-Madison