
EDUCATION AND CERTIFICATIONS

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|---|------------------------|
| Certified Social Media Strategist <i>National Institute for Social Media - Minneapolis, Minnesota</i> | 2014, 2016, 2018, 2020 |
| Master of Arts, English and Publishing <i>Rosemont College - Rosemont, Pennsylvania</i> | 1998 |
| Bachelor of Arts, English Writing <i>Eastern University - St. Davids, Pennsylvania</i> | 1996 |

PROFESSIONAL DEVELOPMENT

- *National Alliance Virtual Town Hall on Domestic Violence* – 2020 (People’s Place & Delaware Coalition Against Domestic Violence)
- *Domestic Violence 101 Training Course* – 2020 (Delaware Coalition Against Domestic Violence)
- *Housing Assistance Council National Conference* – Virtual Event 2020 (MHDC)
- *The Unconference*, Wells Fargo Regional Foundation – Virtual Event 2020 (MHDC)
- *Reframe Association National Conference* – Kingsport, TN 2018 (MHDC)
- *Housing Assistance Council National Conference* – Washington, DC 2018 (MHDC)
- *Financial Literacy and Empowerment Workshop* – 2017 by The Money School (AmeriCorps Delaware)
- *Lead Your Way Training Workshops* – 2016, 2017 and 2018 (AmeriCorps Delaware)
- *Delaware Governor’s Conference on Housing* – 2016 (AmeriCorps Delaware) and 2018 (MHDC)
- *Delaware Association of Volunteer Administrator’s Conference* – 2016, 2017, 2018 (AmeriCorps Delaware) and 2020 (MHDC)
- *Women’s Financial Literacy and Empowerment Workshop* – 2015 (People’s Place)

DELAWARE WORK EXPERIENCE

Milford Housing Development Corporation – Milford, DE August 2018-Present

Resource Development Specialist – Full-time

- Planning Manager, *Wells Fargo Regional Foundation Planning Grant* to benefit the City of Milford, DE
- Program Manager, AmeriCorps Delaware Planning Grant to benefit the City of Milford, DE
- Research and prepare grant proposals to support MHDC’s programs, goals, and objectives through state, federal, religious, charitable, civic, and professional organizations and submitting grant applications and reports to all funders as required
- Entrepreneurial activities including identifying and evaluating available project, program, business, and funding opportunities
- Develop partnerships with counties and cities, public agencies, lenders, grantors, and private business to engage with MHDC’s programs
- Program design, development operations and promotions, including all homeownership programs: Mutual Self-Help Program, Mission Builders, and Zero Energy Modular (ZeMod Delaware) and home repair programs: Statewide Emergency Repair Program (SERP), Home Repair Program (HRP), and Delaware Resilience Fund (DRF)
- Provide outreach via presentations, public relations, memberships, and participation in the
- communities we serve to engender support for MHDC’s mission and programs
- Create and disseminate social media, website, marketing, press releases and other relevant content

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Central Delaware Habitat for Humanity – Dover, DE

October 2017-July 2018

Marketing & ReStore Support Coordinator – AmeriCorps Service Member, Full-time

- Write and implement marketing and communications plan (including social media strategy and monthly editorial calendars)
- Create and track yearly marketing budget
- Regularly create and curate content to update website and social media
- Develop and maintain a data base with segmented contact lists in Constant Contact
- Create and disseminate quarterly newsletter, weekly sales fliers, coupons, signage, and regular paid advertising in newspapers and on radio and tv
- Plan & promote ReStore events including; Pack-A-Truck, How to Clinics, Dine to Donates, & DIY Craft Projects, Chamber of Commerce Mixers, etc.
- Represent AmeriCorps and Habitat at public events, conferences, trainings, and press interviews

Diamond State Community Land Trust – Dover, DE

January 2017-August 2017

Marketing and Communications Coordinator – AmeriCorps Service Member, Full-time

- Write and implement communications plan (including social media strategy)
- Research grant opportunities, gather supporting documentation, edit and proofread narrative for grant applications (Grant Station)
- Publish annual report, annual occupancy certification letter, and an updated tri-fold marketing brochure
- Market programs through an Inventory of Homes (Power Point), Potential Homeowner Orientations (Event Brite), Sales Flyers, (Publisher) and Post Homeownership Education (Publisher)
- Promote events, services, and advocacy-related activities via; a monthly newsletter Community Connections (Constant Contact), websites (Go Daddy and WordPress), news alerts, press releases, paid and free advertising, e-mail blasts (Constant Contact), and multiple social media platforms
- Write an historical education series and other regular columns for inclusion in a monthly newsletter (Constant Contact) and multiple social media channels (Publisher)
- Regularly acknowledge and appreciate community partners, board members, staff, program participants, homeowners, and members on social media and in the monthly newsletter
- Create a file structure and naming convention to maintain an archive of all photos, documents, and final products (Drop Box)

Sussex County Habitat for Humanity – Georgetown, DE

October 2015-December 2016

Media Coordinator – AmeriCorps Service Member, Full-time

- Write and implement strategic narrative and communications plan (including social media strategy)
- Research grant opportunities and gather supporting documentation to strengthen applications
- Edit and proofread narrative for grant applications to private foundations and banks
- Secure sponsorships and gifts-in kind from community partners such as *Wawa, CAMP Rehoboth, AceHardware, Sherwin Williams, Moe's Southwestern Grill* and others
- Promote annual events such as Habitat's largest fundraisers; *Indoor Winter Golf Clinic, Live and Silent Auction, Golf Outing, and 25TH Anniversary Celebration*
- Promote team building activities such as *holiday celebrations, summer picnic, volunteer appreciation, and employee awards recognition*
- Promote homeownership program events such as *signing ceremonies, project blessings, settlements, and home dedications*

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- Promote *sponsored builds, framing frenzies, and fundraisers* with community partners such as *DogFish Head, Johnny Jonosik World of Furniture, Lowe's, A Touch of Italy* and others
- Promote theme builds such as *Vet Build, Women Build, Collegiate Challenge, and Benevolence Days*
- Market Habitat and AmeriCorps events, programs and services, and advocacy-related activities through tools like our newsletter (Constant Contact), websites (Gingerfeet and Wix), news alerts and press releases, advertising, e-mail blasts (Constant Contact), and social media
- Regularly acknowledge and appreciate partner families, individuals, volunteer groups, churches, schools, and other community partners on social media and in our newsletter

VOLUNTEER WORK EXPERIENCE

National Domestic Violence Survivor's Network – USA

August 2019 – Present

National Spokeswoman, Allstate Foundation, Part-time Volunteer

- Continue to present/interview about Domestic Violence, Intimate Partner Violence, and Financial Abuse as needed
- Videotape *CBS This Morning* with Purple Purse Ambassador Serena Williams & Host, Jericka Duncan - New York, NY (September 2019)
- Participate in *Purple Purse Media Day* (Interviews Online/Print Publications) - New York, NY (September 2019)
- Publications include; *Glamour, Us, Self, Bustle, Elite Daily, Romper, AJ Impact, Mind Money Manners & others* (October 2019)
- Participate in Media Training at Allstate Foundation - New York, NY (September 2019)
- Videotape Public Service Announcements at Optimus Studios - Chicago, IL (August 2019) as part of a national media campaign on Financial Abuse & Domestic Violence by Leo Burnett, Chicago – Allstate estimates the campaign as a whole received over 8.5 million engagements which includes reactions, comments, shares, and views on social media
- Participate in Media Training at Allstate Foundation Headquarters - Chicago, IL (July 2019)

People's Place – Milford, DE

July 2015-October 2015

Social Media Strategist – Allstate Foundation's Purple Purse Challenge, Part-time Volunteer

- Social Media Strategist (Editorial Calendar)
- Fundraising, Event Planning, and Promotions (*Event Brite* and *Crowd Rise*)
- Written Communication Specialist

Unity of Rehoboth Beach – Rehoboth Beach, DE

January 2014-October 2015

Community Outreach Coordinator, Part-time Volunteer

- Founding Member, Founding Steering Committee Member
- Platform Assistant, Guest Speaker, and Class Facilitator (*Native American Spirituality*)
- Outreach and Service Coordinator
- Social Media Strategist, Event Planner, and Communication Specialist

VIRGINIA WORK EXPERIENCE

L-4 Communications – Virginia Beach, VA

June 2010-July 2011

Sr. Principal Instructional Designer/Quality Assurance Specialist, Integral Solutions Department, C2S2 Division

- Analyze source materials and references related to various projects
- Assist in the design of the course objectives for various projects

- Assist in the design of the L-3 storyboard development, production, and quality assurance processes
- Perform quality assurance reviews of the storyboard, production, and quality assurance process documents
- Assist in the development of the CBT storyboards and ILT lesson plans
- Perform quality assurance reviews of storyboards for the CBT, ILT, and DLI projects
- Perform quality assurance reviews of contract proposals, internal and external correspondence, and briefs
- Periodically evaluate and implement new processes, standards, procedures, and job aids
- Cross-train/mentor Jr. Curriculum Developers, ISDs, and Quality Assurance Reviewers

Concurrent Technologies Corporation – Virginia Beach, VA

October 2008-June 2010

Quality Assurance Specialist/Sr. Instructional Systems Designer, Learning Standards Office, Center for Personal & Professional Development at Dam Neck Naval Annex

- Meet all stakeholders to plan/implement CPPD's initial curriculum development quality assurance program
- CPPD's stakeholders include; civil servants, active and retired military personnel, and CTC contractors all serving as training or project managers, subject matter experts, instructional systems designers, programmers, QA specialists, or media specialists
- Establish/maintain quality assurance process flows, style guides, templates, job aids, and checklists
- Perform quality assurance reviews/edits on soft skills ILT/CBT courses IAW NAVEDTRA 130B
- Cross-train/mentor Jr. Curriculum Developers, Instructional Systems Designers, and QA Reviewers
- Serve as Quality Assurance Manager/Editor for the NAVEDTRA 134 and NOFFS 2009 Re-write Teams
- Edit the *Navy Leadership Planning Guide and Calendar*, the *Naval Education and Training Series* (NAVEDTRA), and the *Navy Operational Fitness and Fueling Series* (NOFFS) at the request of the Commanding Officer of CPPD, Jonathan Picker

General Dynamics Information Technology – Virginia Beach, VA

April 2006-September 2008

Technical Editor/Instructional Systems Designer III, Aviation & Joint Warfare Division

- Design and develop technical content for CAI, ICW, and ILT
- Develop training objectives and assessment materials as appropriate for each project
- Interact with subject matter experts to ensure the accuracy of technical content
- Co-ordinate with graphic artists and computer programmers to produce high-quality CAI and ICW
- Review, proofread, and edit the work of all peer ISDs as a final quality assurance check prior to deadline delivery to Department of Defense clients
- Adhere to GDIT style guide, individual project standards and formatting guides, and strict deadlines

AMERIGROUP Corporation – Virginia Beach, VA

October 2004-March 2006

Technical Writing Consultant/Instructional Systems Designer, Organizational Development & Training Department

- Write, edit, and proofread training materials to help claims department associates transition from AMISYS to a new healthcare information management system, *Facets*
- Collaborate with instructional designers, subject matter experts, trainers, and other consultants
- Participate in all train the trainer activities related to claims materials
- Create claims process workflows, procedures, trainee, and facilitator materials
- Ensure compliance with AMERIGROUP style guide in all written materials under deadline pressure