

Anne McCarten-Gibbs

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PROFESSIONAL EXPERIENCE

Marketing Communications Consultant

I have operated a successful consulting practice in Northern California periodically, during 1992 - 1995, 1999 - 2000, 2004, and now.

Building on 15 years of experience producing written content to engage the public on a wide range of topics, from international women's rights, to early childhood education, to local business development, my practice focuses on creating compelling copy, with a special emphasis on grantwriting, content for websites and e-newsletters. Selected projects listed on next page.

Co-Owner and Marketing Director, Hands On Gourmet

San Francisco, California, August 2004 – March 2007

Recently named one of the **Top 100 Fastest Growing Private Companies in the Bay Area** by the San Francisco Business Times, Hands On Gourmet is the region's premiere culinary events company. I led marketing efforts throughout the start-up period, including developing an engaging web presence that generates the bulk of new business, and a successful monthly e-mail newsletter that currently reaches almost 3,000 subscribers. Hands On Gourmet won a Make Mine a \$Million Business award in 2006, and was successful at reaching the million dollar revenue mark the next year. I remain an active partner but no longer manage day-to-day marketing.

Co-Founder and Executive Director, Youth Philanthropy Worldwide (now New Global Citizens)

Berkeley, California, May 2000 – December 2003

As founding Executive Director, led board and staff in shaping the mission, designing programs, raising funds from individuals and foundations, and recruiting and managing staff. Key accomplishments included creation of an online Girl Scout activity focused on international women's rights, and linking US and African youth in a pen pal project focused on the HIV/AIDS Pandemic. Since leaving as Executive Director, I have served as an advisor to the organization.

Communications Officer, Global Fund for Women

Palo Alto, California, February 1997 - December 1999

Conceived and led a major effort to redesign, expand, and improve all marketing materials for this international grantmaking foundation. Responsible for writing, editing, and managing production of annual report, brochure, and semi-annual newsletter. Annual report and newsletter won industry awards. As key writer on staff, wrote fundraising appeals and press materials that helped bring in over \$800,000 a year. Created the organization's first foreign-language newsletters and brochures.

Policy Analyst and Principal Writer, EdSource

Palo Alto, California, October 1995 - January 1997

Researched and wrote impartial, accessible reports on critical policy issues in California public education for EdSource's audience of 3,000 administrators, policy-makers, and teachers. Led successful reorganization and expansion of EdSource's research resources, including library materials and Internet tools.

Research Analyst, Mathematica Policy Research

Princeton, New Jersey, February 1992 - July 1993

Developed procedures and outreach materials, and conducted demographic and policy research for the Expanded Child Care Options Demonstration.

Special Assistant to the Secretary, Carnegie Endowment for International Peace

Washington D.C., July 1984 - September 1985

Conducted original research in the papers of American presidents and other major figures for a book-length study of American foreign policy in the early twentieth century.

SELECTED CONSULTING PROJECTS

Wrote alumni fundraising letters for all UCSF professional schools, 2008-09

Revised web site and leading grant seeking effort for new facility for RES SUCCESS, 2007

Wrote annual reports for the Urgent Action Fund for Women's Rights in 2000 (their first), 2001, 2004.

Led web site redesign and expansion for the Global Fund for Women, 2000-2001. The site won an industry award the following year.

Wrote 15 grant proposals for Zaccho Dance Theatre, which raised over \$175,000, 2000-2001

Served as project manager and co-producer for *Where the Road Ends and the Walking Begins*, a video about the Global Fund for Women's Africa initiative, 1999

Edited *Places for Growing: How to Improve Your Child Care Center*, and *Places for Growing: How to Improve Your Family Child Care Home*, 1995

Wrote Management Review of the San Francisco USD Child Development Program, for the SEEDS Project, Child Care Law Center, 1995

Edited "Our Children Deserve No Less: Policies that Work for a Generation at Risk," 1993

PROFESSIONAL AWARDS

Make Mine a \$Million Business Award, May 2006

This national competition for majority women-owned businesses provides a combination of money, mentoring and marketing tools that women entrepreneurs need to help grow their businesses to a million dollars and beyond. Major sponsors are OPEN from American Express, QVC, and Cisco Systems.

Wilmer Shields Rich Awards for Excellence in Communications, 1999

Awarded by the Council on Foundations

Gold Award, Global Fund for Women 1997-98 Annual Report

Silver Award, Global Fund for Women Newsletter

President's Award of the New Jersey Public Health Association, 1994 for "Our Children Deserve No Less: Policies that Work for a Generation at Risk"

EDUCATION

Princeton University, Woodrow Wilson School, Master in Public Affairs, 1990

University of Virginia, B.A. in Foreign Affairs, 1984

Phi Beta Kappa

PROFESSIONAL DEVELOPMENT

Recent Classes and Seminars, primarily with the Cal State East Bay Small Business Development Center:

E-Commerce, Small Business Accounting, the Power of E-mail Marketing, Successful Business Planning, Small Business Marketing.

Nonprofit Management Courses taken at Compasspoint, the Management Center, and Cal State East Bay Extension 1994 - 2001:

ED101, an intensive 3-day seminar for new nonprofit leaders (*awarded full scholarship by the Chevron Nonprofit Leadership Development Program*), Grassroots Fundraising, Budgeting for Programs and Proposals, Proposal Writing, Board Development and Planning, Marketing and Public Relations, Financial Management for the Nonprofit, Organizational Ethics, Fundraising on the Internet, Designing Effective Web Sites.

MAJOR VOLUNTEER & COMMUNITY ACTIVITIES

Co-Chair, Property Development Proposal Review Committee, Orinda Community Church, 2008

Governing Council Member and Web Site Coordinator, Orinda Community Church, 2006-present.

Board Member, New Global Citizens, 2000-2005. Advisory Committee, 2005-present.

Chair, Annual Fund Drive, Berkeley Montessori School, 1998-1999

Raised \$30,675, a 40% increase over the previous year.