

MOLLY TREROTOLA

Cultivating Strategic Partnerships and Leveraging Innovative Tech for Social Impact

1 (978) 821-0161

MOLLY.TREROTOLA@GMAIL.COM

LINKEDIN.COM/IN/MOLLYTREROTOLA

MOLLYTREROTOLA.COM

NEW YORK, NY

WORK EXPERIENCE

VP, Social Impact

Partnerships & Marketing

April 2020–February 2021*

New York, NY

(*Company ceased operations due to COVID-19 challenges)

Good Deeds - CSR & Global E-Commerce Platform

- Conceptualized and designed the holistic vision for Social Impact app that connects leading nonprofits and consumers with 1,000+ top brands to make philanthropy part of everyday spending. Hired as the first employee of 45+, and worked directly with CEO as a key stakeholder on senior leadership team.
- Managed Nonprofit Partnerships & Success team. Designed partner acquisition strategy that secured and cultivated high-impact relationships with 150 nonprofits. Personally managed accounts with nonprofits including UNICEF, United Way, Save The Children, Malala Fund, and Refugees International. Spearheaded effective partner success via scalable engagement strategies.
- Devised and implemented an organic co-marketing campaign strategy with nonprofit partners, achieving a user reach of 3.6M in the first six weeks of the app launch and a projected annual user reach of 35M. Created robust content toolkits for partners to effectively engage supporters via Good Deeds.
- Defined multichannel brand identity and messaging, spearheaded direct-response marketing efforts, and managed partnerships, processes, and outcomes with external marketing agencies.
- Established product vision and requirements for fundraising tech and analytics portal, guiding key stakeholders across Product, UX, and Engineering teams; supervised and approved product execution.
- Led cross-functional efforts with brand team to build a CSR program transforming nonprofit and brand relationships for mutual impact. i.e., a partnership between Bobbi Brown Cosmetics & She's The First.
- Managed process to reach Certified B Corporation designation for company, securing "pending" status.

Director, Partnerships & Nonprofit Engagement

January 2019–March 2020

New York, NY

Give Lively - Tech for Social Impact

- Cultivated and directed strategic content partnerships with nonprofit tech industry leaders, including GivingTuesday, Paypal, Google, and Salesforce, which were instrumental in growing client base from 100 to more than 10,000 nonprofit clients, and increasing revenue by 5,000% in three years.
- Directed cohesive content marketing and nonprofit engagement strategy to grow platform's impact among nonprofit clients, increasing product adoption and generating more than \$40M in donations.
- Organized multichannel marketing and PR efforts. Increased brand awareness, credibility, and national impact, growing value for the company and the nonprofit community through public relations, digital outreach, thought leadership, webinars, digital narratives, events, partnerships, and media.
- Secured 200+ organic media mentions including Forbes & Chronicle of Philanthropy, 30+ speaking engagements, e.g., SXSW, and coordinated 20+ event appearances with an audience reach of 20,000.
- Cultivated and managed strategic partnerships with 200+ nonprofits, consulting on effective digital fundraising strategies, product adoption, and implementing social impact campaigns to support mission-critical work.

Manager, Media & Communications

October 2017–January 2019

Nonprofit Partner Manager

August 2017–October 2017

GCI Health - Global Health PR Agency

- Executed CSR and global health accounts at The Holmes Report Global Healthcare Agency of the Year (2015, 2017), supporting Pfizer Corporate Responsibility, Pfizer Vaccines, and Novartis Foundation, developing research-based strategies to further clients' advocacy objectives.
- Facilitated strong partnerships with global executive clients to create audience-specific content and messaging, supporting corporate sustainability initiatives, brand milestones, and events.

Corporate Social Responsibility Account Executive

September 2015–October 2017

New York, NY

MEDLIFE - International Aid Nonprofit

- Produced robust, multi-platform digital narratives and managed email, blog, and social media to raise awareness of the organization's humanitarian objectives and increase fundraising results.
- Created and led educational sessions on global health for 300+ volunteers across South America.

Digital Marketing Associate

September 2014–June 2015

Lima, Peru

EDUCATION

University of Wisconsin-Madison

2014

Bachelor of Arts, Journalism & Strategic Communication

- Minors, European Studies, Global Cultures; Research conducted at the Universidad de Alcalá, Spain

AWARDS AND RECOGNITIONS

- Editorial Advisory Board Member, Nonprofit PRO, 2019–Present
- Board Member, Rotaract of New York at United Nations, 2016–2017
- Recipient, Mollie E. Buckley Scholarship Nonprofit Leadership, 2013
- Cited in Forbes, Nonprofit PRO, Nonprofit Times, Salesforce.org
- Thoughtleader, Innovative Tech and Digital Fundraising Strategies, NTEN, TechSoup, Whole Whale

SKILLS

- Strategic partnerships
- Social impact strategy
- Direct-response marketing
- Digital fundraising
- Nonprofit technology
- User research
- Project management
- Product strategy
- Team leadership
- Brand development
- Photography/Video editing
- Proficiency in Spanish