# GABRIELLE STANLEY

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## EDUCATION

- The University of Missouri- Kansas City - Bachelor of Arts in Music ***3 years Music Education*** - 3.7GPA

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## SKILLS

- PROGRAM MANAGEMENT
- COMMUNITY OUTREACH
- INSTRUCTOR TRAINING
- PROJECT IMPLEMENTATION
- PARTNERSHIP MANAGEMENT
- FIBER ARTS
- PROGRAM PLANNING
- EVENT COORDINATION
- LOGISTICAL PLANNING
- GRANT WRITING & ADMIN
- ADOBE INDESIGN, ILLUSTRATOR
- CANVA
- MICROSOFT OFFICE, GOOGLE SUITE
- WEBSITE BUILDING

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## WORK EXPERIENCE

**Marketing, Events, and Operations Manager | Art as Mentorship | August 2023 - Present**

- Overall Responsibilities
  - Community Festival Program Management
    - Managed the implementation of four FREE annual festivals in Kansas City at a City park.
    - Permitting, marketing, logistics, community engagement, volunteer recruitment and management, vendor recruitment, programming, fundraising/sponsorships, community programming, meeting agenda preparation; the festival averaged 40 volunteers and 2.5K attendees per year.
  - Operations
    - Assistance with drafting, submitting, tracking, reporting, and closing grants
    - Departmental project & workflow coordination, workflow and task tracking
    - Agenda preparation, minutes, and followup; cross-department coordination
    - Zoom meeting management; breakout rooms, multiple presentations, and live troubleshooting
  - Marketing management
    - Campaign strategy, content ideation, social media management, email marketing, deck creation, media relations, press releases, Annual Report creation, brand management, media contractor management, paid advertising, graphic design, and meeting agenda preparation
- Highlights
  - Developed a Project Management system through ClickUp for cross-department planning, delegation, and logistical coordination
  - Established an organization-wide marketing system, including a marketing plan, a detailed content calendar including all phases of content development, and weekly meetings with detailed KPI reports and project updates
  - Led and executed a development campaign to recover funding lost through federal arts funding cuts in 2025. Earning stories from several local publications, $97K was collected, exceeding a goal of $30K.
  - Led a major overhaul of the organization's donor database including configuration of a new cloud-based CRM software as a service solution; data transfer & validation, workflows
  - Led and executed the organization's first End of Year fundraising plan, exceeding the goal and raising six figures in the final months of 2025.

**KC Parks Ambassador | Kansas City Parks and Rec| February 2020 - August 2026**

- Led and participated in parks cleanups and honeysuckle removal across Kansas City
- Led sites for multiple Great Kansas City Cleanups, an annual Earth Day event
- Established and led the weekly Indian Mound cleanup in an area with high rates of illegal dumping

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**Private Winds and Piano Teacher I Base Academy of Music I August 2024 - July 2026**

- Overall Responsibilities
  - Weekly lessons for students learning piano, oboe, flute, clarinet, and saxophone. Taught students from age 5 to 18. Multiple students went to District Solo & Ensemble competition for the first time, one earning a "1" rating and going to State.

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**Field Operations Manager | Emler Swim School | February 2024 - October 2024**

- Overall Responsibilities
  - Swim teacher for ages 6 months to adult; Management of swim teaching staff, including corrections, assistance, and scheduling; Student assessments and parent updates; Training and hiring of swim teachers; Performance oversight for all students at the swim school; Lifeguarding; Customer service and conflict management; Basic pool maintenance, and testing

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**Marketing, Political, and Design Consultant | Doyenne Collaborative | October 2020 - Present**

- Clients
  - Art as Mentorship /Celebrate AMERI'KANA Music & Arts Festival
  - Multple nonprofits and mulicipalities including Gary, IN, Parent Leadership Training Institute, Quality Schools Coalition, Troost Market Collective, and BLAQUE Kansas City
- Highlights
  - Managed a City Council, Jackson County, and State Representative campaign 2020-2024 including campaign strategy, communications, policy platforms, design, and much more
  - Managed social media and design for various small businesses, nonprofits, and events
  - Managed a winning State Representative campaign in 2024

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## SAMPLES

- End of Year Reports - 2024, 2025; Celebrate AMERI'KANA Festival Fundraising decks 2024, 2025
- Digital and Print Design
- Social media accounts (2023-current):
  - https://www.instagram.com/artasmentorship
    - EOY Campaign Review Presentation - includes metrics, graphic design samples, email samples, etc
  - https://www.instagram.com/celebrateamerikana
- Websites*:
  - celebrateamerikana.com
  - artasmentorship.org