

# JoAnna Bautch

414-931-1758 | [joanna.bautch@gmail.com](mailto:joanna.bautch@gmail.com)

## PROFILE

- Nonprofit professional with over seven years of experience in community relations, fundraising, and event management
- Proven ability to create robust community partnerships with families and businesses in diverse neighborhoods
- Experienced in media relations, including radio, television, social media advertising
- Detail-oriented manager of donor and customer information databases
- Competent developer of program budgets and financial reports

## EDUCATION

**B.A. Professional Communication, Marketing/PR Minor, Alverno College May 2017**

## RELATED EXPERIENCE

### **Executive Director, VIA CDC**

**3/2022- Present**

- Drive VIA's short and long-range strategic planning to achieve its mission, working in partnership with staff to set and measure goals for housing, economic development and community building strategies
- Seek and cultivate relationships to increase financial support for implementation of VIA's work
- Ensure compliance with and execute all legal and financial contracts
- Ensure the board has the appropriate information to govern the organization's mission, impact and fiduciary commitments through clear and consistent communication
- Work with the Chair and other leaders on bi-monthly board meetings and regular committee meetings

### **Movement Politics Director, Citizen Action of WI**

**12/2019- 3/2022**

- Working with Co-ops across the state to recruit candidates to run for office
- Design and implement Coordinate programs and logistics for public events, mobilizations and other grassroots and civic engagement activity
- Participate in fundraising activities and grant writing
- Conduct post program reporting

### **Media Relations and Event Coordinator, United Community Center & Latino Arts, Inc.**

**5/2018-12/2019**

- Managed all communication with local media, drafting and distributing press releases and maintaining relationships that garner coverage
- Coordinated and execute major agency events including annual galas and meetings, fundraising events, grand openings, dedications and press conferences
- Oversaw events team and volunteers
- Coordinated social media content and campaigns as well as quarterly newsletter
- Organized logistics for all Latino Arts, Inc. cultural education performances and workshops
- Managed all logistics for Latino Arts performers- including coordinating lodging, transportation, meals and stipends

**Campaign Manager, State Representative JoCasta Zamarripa****4/2016- 6/2017**

- Successfully managed fourth term re-election campaign for local state legislator and increased voter turnout from previous election by 8%
- Worked with candidate to fundraise over \$50,000 during election cycle
- Planned and executed campaign fundraisers; oversaw campaign finances, recorded expenditures and contributions, and handled campaign bills
- Managed campaign donor information and expenditures in DonorVault and Act Blue, prepared quarterly campaign finance reports
- Oversaw media outreach, including English and Spanish radio and T.V., social media, and email correspondence
- Created and maintained community relationships with individuals and small businesses
- Collaborated with design team to revamp logo and website; created campaign marketing pieces tailored to different audiences (e.g. small businesses and specific voting demographic groups)

**Lead Organizer, Reproductive Justice Collective Project****10/2015- 12/2016**

- Lead grassroots *For Her* campaign and *Integrated Voter Engagement* program to increase awareness of reproductive health services and voter participation among women of color
- Wrote and recorded radio PSA in Spanish and English; managed advertising budget and schedule
- Recruited, planned, and wrote scripts for all canvassers and phone banks
- Tabled with volunteers in marginalized communities to increase voter education and participation
- Created strong community partnerships with families and organization in targeted neighborhoods

**PROFESSIONAL AFFILIATIONS & COMMUNITY ENGAGEMENT****2024 Milwaukee Business Journal 40 Under 40****2019 Rising Leader Award, Hispanic Professional of Greater Milwaukee****Board of Directors, True Skool****12/2019 – 12/2023**

- Board Secretary 2022-2023

**Clarke Square Neighborhood Initiative****1/2020 – 03/2022**

- Chair of membership recruitment committee

**Board of Directors, Milwaukee Water Commons****1/2019 – 12/2020**

- Managed media for 2<sup>nd</sup> annual Cream City Classic event
- Participated in live TV interview on importance of access to waterways for communities of color
- Advise on media outreach for signature events for organization

**Board of Directors, Young Nonprofit Professionals Network (YNPN) – Greater Milwaukee Chapter****2/2018 – 12/2020**

- Co-chair of events committee- 2019; Marketing committee chair - 2020
- Coordinated monthly events and newsletter
- Led branding strategy of annual Get On Board -an event connecting leaders to nonprofit board opportunities

**Advisory Board Member, Reproductive Justice Collective****10/2009 – 1/2015**

- Assisted in development of an all women of color lead organization
- Co-lead and organized volunteers to engage with community members on intersection of reproductive and social justice
- Collaborated with design team to finalize colors and logo of organization