

LEIGH FRANK

EXPERIENCED NON-PROFIT, MAREKTING, PUBLIC RELATIONS,
CONTENT DEVELOPMENT, AND FUNDRAISING PROFESSIONAL

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 Pittsburgh, PA

 leighfrank.com

SKILLS

Content Creation & Marketing

Campaign Development

Press Releases & Kits

Media Relations

Website Development,
Planning & Management

Collateral Development

Event Production

Integrated Digital Marketing

Grant Research & Writing

Strategic Planning

Non-Profit Management

Grant Writing

EXPERIENCE

OWNER
LEIGH FRANK CONSULTING

January 2020 - Present

Clients include:

- **Dress for Success Pittsburgh** – coordinate all development efforts, including grant research, writing, management, and reporting. Provide Public Relations support including press release writing and media pitching.
- **The PT Services Group** – Content creations including blog posts, white papers, case studies, emails, monthly podcast, and daily video series. Also develop marketing collateral.
- **MANSI Media** – six-month project to provide complete rebranding, development of marketing materials, website overhaul, and content creations.
- **Agency Clients** – provide public relations and content development to Shift Collaborative, Red House, i.e. Interactive, and Acrobatique.
- **The Original Oyster House** – oversaw day to day management of website, content creation and supervision of three social media channels, weekly e-newsletters, and implement creative business marketing plans that continue to demonstrate excellent earned media placements.
- **Non-Profit Clients** – provide development, marketing, content creation, nonprofit management, and event planning services to Persad Center, The Andy Warhol Museum, Pittsburgh Earth Day, Lending Hearts.

VICE PRESIDENT, MARKETING & COMMUNICATIONS
Pittsburgh Downtown Partnership

2012 - 2019

- Directed all marketing, public relations, communications, social media, on-line, and traditional media efforts for an innovative economic development organization focused on Downtown Pittsburgh.
- Developed and implemented marketing and public relations plans for major Downtown events including Comcast Light Up Night, Peoples Gas Holiday Market, Picklesburgh, and more than 300 days of diverse programming that attracted more than 1 million, annually. Also formulated marketing plans to promote economic development programs, mobility-oriented projects, and small business promotion ventures. This included print, radio, television, and online advertising and presences, newspaper inserts, and event-specific websites.
- Wrote all content and produced, with a design firm, multiple pieces of organization collateral including annual and research reports, guides, event brochures, maps, advertisements, and more.
- Oversaw all aspects of organization events, both large and small scale.
- Administered extremely successful on-line presence including social media channels reaching more than 160,000 consumers. Channels grew more than 150% in 3 years.
- Provided oversight, writing, and editing of 6 e-newsletters, with readership of 30,000+.
- Supervised redesign, implementation, and daily management of large, complex website with more than 1.6 million annual pageviews.
- Served as organization spokesperson and media relations specialist with

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EDUCATION

COMMUNICATIONS
MEDIA STUDIES
Indiana University of
Pennsylvania
1990 - 1995

RECOGNITION & INVOLVEMENT

Served on multiple advisory
boards including
VisitPittsburgh and
Pittsburgh Cultural Trust

Collaborative pedestrian
safety campaign recognized
with Mid-Atlantic Emmy in
2017

Named "40 Under 40" by
Pittsburgh Magazine and
PUMP in 2008

Coro Center Women in
Leadership Graduate

Chairperson of Carnegie
Arts and Heritage Festival
2008 - 2011

Volunteered to write and
manage Kaboom!
Community Playground
experience in borough of
Carnegie

Presented Community
Champion Award by Cystic
Fibrosis Foundation

EXPERIENCE (*continued*)

EXECUTIVE DIRECTOR 2007 - 2012
Carnegie Community Development Corporation

- Oversaw all aspects of a non-profit organization dedicated to community economic development and marketing of the borough of Carnegie.
- Created programs to revitalize the Central Business District, including multiple grants and loan opportunities resulting in more than 15 new businesses and 300 new jobs in 2 years' time.
- Promoted the community through multifaceted efforts including the development of a website and extensive marketing collateral.
- Generated annual operating and programmatic budgets, produced and analyzed monthly financial reports, and oversaw the completion of annual independent audit and required government filings.
- Authored multiple grant proposals resulting in a high degree of successful awards.
- Composed organizational policies and procedures and a new mission and vision statement.
- Instituted a community-driven strategic planning process which resulted in the adoption of a 5-year community plan.

DUQUESNE UNIVERSITY VOLUNTEERS COORDINATOR 1999 - 2007
Duquesne University

- Created new community outreach initiatives, fundraising events, and community service opportunities for entire university community.
- Recruited, interviewed, and placed in community agencies approximately 600 student volunteers and tracked services hours of an additional 7,500 students annually. Student volunteerism increased over 60% through eight-year time period.
- Wrote, designed, and provided photography for annual marketing pieces including reports and newsletters.

COMMUNICATIONS ASSISTANT 1998 - 1999
The Pittsburgh Foundation

- Provided integral public relations and event planning for Pittsburgh's community foundation.
- Coordinated special events, both small and large scale, including annual meetings, donor gatherings, and educational events.
- Assisted in the writing, editing, and dissemination of annual reports, press releases, and quarterly newsletters.
- Developed and maintained Foundation's first website.