

BRE ALSOBROOKS

> SPECIALIZING IN PURPOSE-DRIVEN STRATEGIC COMMUNICATIONS

PURPOSE

Embracing everyday opportunities to inspire positive change and motivate by example.

EDUCATION

Georgetown University

Master's of Public Relations and Corporate Communications

- Focus: Cause Communications
- August 2019 to May 2021
- 4.0 GPA

Certified Cause Consultant
Center for Social Impact
Communications, Spring 2020

Texas A&M University

Bush School of Government and Public Service, Graduate Certificate in Nonprofit Management

Focus: Philanthropy and Fundraising

June 2017 to May 2019

Bachelor's in International Studies

Focus: International Commerce
Fall 2002 to Spring 2007

CONTACT

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SKILLS

A 17-year career professional with a proven record as a collaborative team player and leader. Adept at leading cross-functional projects from conception to post-completion analysis. I am skilled in synthesizing data and complex concepts and transforming them into accessible and tangible content to drive business and communications objectives.

EXPERIENCE

Director of Donor Relations

University Health Foundation, Major Accomplishments (2021- 2023)

- Strategic Core Messaging: Revamped and rebranded its 34-year-old core messaging while gaining stakeholder and C-Suite leadership approval for adoption and implementation.
- Employee Engagement: Rebranded a 15-year-old fundraising campaign with a dedicated strategic communications plan, contributing to the organization's highest-grossing campaign while reducing it from a 16 to 4-week duration.
- Digital Strategy: Acted as an organization-wide consultant recommending a more sophisticated and holistic suite of digital resources supporting more efficient fundraising and omnichannel marketing initiatives—allowing for strategic growth and results measurement.
- Digital Communications: Created and implemented its first digital communications plan utilizing social media, email newsletters, and digital advertising.
- Corporate Responsibility: Developed the organization's first impact report and transparency storytelling plan.
- Partnership Marketing: Established and implemented the organization's first partner recognition policy, creating mutually beneficial public relations, media, sponsorship, and co-branding opportunities.
- Thought Leadership: Developing content strategy to support storytelling efforts, positioning it as an industry, organizational, and service thought leader.
- Stewardship: Designed, implemented, and directed a comprehensive stewardship program to promote engagement and grow trust and affinity with donors at all levels.



SCAN TO LEARN MORE

about comprehensive details on Bre's experience in nonprofit and healthcare communications, as well as her dynamic background spanning business development, sales management, and purpose-driven marketing and communications. You can also visit: www.by-bre.com