

Lauren Callaghan

lcallaghan90@gmail.com ▪ 773.420.7697 ▪ LinkedIn.com/in/Lauren-Callaghan ▪ Chicago, IL ▪ laurencallaghan.com

PROFESSIONAL SUMMARY

Marketing and communications professional with a decade of experience advancing mission-driven organizations through strategic storytelling, integrated communications, digital engagement, fundraising communications, and brand stewardship. Experienced developing communications strategies and editorial calendars, translating complex organizational priorities and data into accessible narratives, managing multi-channel content across web, email, social media, print, and multimedia, and partnering with executive leadership and cross-functional teams. Brings additional expertise in CRM administration, analytics, process improvement, and communications systems, with a strong track record of supporting donor engagement, organizational visibility, and consistent messaging. Known for meticulous editing, strategic storytelling, and collaborative communications, with a strong commitment to equity-centered, audience-focused messaging.

WORK EXPERIENCE

New Moms | newmoms.org | Chicago, IL **September 2016 – Present**

- Senior Development & Database Manager* **April 2024 – Present**
- Develops recurring communications for the Board of Directors, translating fundraising data, organizational updates, and action items into clear, audience-focused messaging.
 - Builds digital versions of annual reports and other organizational publications, expanding accessibility and enhancing the online presentation of organizational impact.
 - Contributed to website strategy, content, and SEO improvements that helped generate more than 107,000 new website visitors between 2023 and 2025, using analytics and audience behavior to inform digital engagement strategies.
 - Produces fundraising reports, dashboards, revenue forecasts, and data analyses that support strategic decision-making for the Development team and executive leadership.
 - Leads the organization's Salesforce administration, database strategy, and gift processing, ensuring data integrity and effective donor stewardship.
 - Manages CRM processes, constituent records, and third-party fundraising platform integrations to strengthen fundraising operations and reporting.
 - Creates documentation, workflows, and standardized resources that translate complex technical and operational processes into clear, accessible guidance for staff.
 - Serves as the organization's ClickUp administrator, leading organization-wide platform adoption through staff communications, learning resources, trainings, user support, process development, and partnership with ClickUp representatives.

- Development & Communications Manager* **December 2019 – April 2024**
- Partnered with the Chief Development Officer to develop communications strategies and manage annual editorial calendars, coordinating messaging, audiences, channels, and timing across organization-wide communications.
 - Led integrated external communications across digital, print, email, social media, video, and web, ensuring a consistent organizational voice, brand identity, and audience experience.
 - Supervised the Marketing & Communications Coordinator for more than three years, providing project management, coaching, editorial guidance, and performance management.
 - Served as a trusted editorial resource across the organization, leading detailed review of communications and advising colleagues on clarity, tone, audience, framing, messaging alignment, and organizational voice.
 - Wrote and edited annual reports, donor appeals, newsletters, website copy, executive messaging, campaign materials, and impact stories that advanced fundraising and mission awareness.
 - Produced graphics, videos, and print and digital collateral supporting integrated communications campaigns, stewardship efforts, organizational events, and public engagement.
 - Managed external creative and communications vendors, including graphic designers, photographers, videographers,

printers, website developers, and consultants, overseeing project timelines, deliverables, brand standards, and production of digital and print materials.

- Partnered with Program, Development, and Executive Leadership teams to translate complex programmatic, fundraising, and organizational priorities into clear, audience-appropriate communications for donors, community partners, and broader stakeholders.
- Planned and executed cross-channel marketing and communications campaigns across email, web, social media, print, and multimedia, using engagement data to refine messaging and strengthen audience engagement, contributing to an 8% increase in the email subscriber pool.
- Led a comprehensive website redesign, restructuring site architecture and navigation to improve user experience, strengthen SEO, and increase discoverability of organizational resources.

Development & Database Coordinator

March 2017 – December 2019

- Produced content for newsletters, donor appeals, annual reports, website, social media, and integrated communications campaigns while supporting development operations.
- Maintained website content and collaborated on digital communications initiatives that increased engagement and organizational visibility.
- Led New Moms' 35th Anniversary storytelling initiative by interviewing 35 staff members, donors, volunteers, alumni, and community partners, then synthesizing their stories into a commemorative publication and gala video that elevated organizational impact and history.
- Designed print and digital communications materials supporting fundraising events, donor stewardship, and organizational outreach.
- Supported gift processing, donor stewardship, and CRM management while developing expertise in nonprofit fundraising operations.

Administrative Coordinator

September 2016 – March 2017

- Supported executive communications, donor correspondence, and administrative operations for the Development department.
- Coordinated scheduling, event logistics, and communications with donors, volunteers, and community partners.
- Maintained organizational records and provided administrative support for fundraising and engagement initiatives.

Leviathan | lvthn.com | Chicago, IL

November 2013 – April 2016

Administrative Assistant

- Wrote and managed content for company website, internal memos, and social media channels.
- Provided administrative support, coordinated guest experience, planned internal events, and managed day-to-day office communications.

EDUCATION

University of Wisconsin-Madison

2008–2012

Bachelor of Arts in Communication Arts; Minor: Gender & Women's Studies

Madison, WI

- Study abroad program – Wellington, New Zealand – Spring 2011 (Massey University)
- Volunteer & Editing Intern, Campus Women's Center (2008–2012): Contributed to communications and editorial work within a multicultural feminist space focused on gender equity, advocacy, and community engagement.

SKILLS & ACTIVITIES

- **Strategic Communications & Brand:** Communications Strategy, Strategic Storytelling, External Communications, Brand Management, Messaging Alignment, Editorial Calendars, Copywriting, Editing & Proofreading, Executive Communications
- **Digital & Audience Engagement:** Website Management, Email Marketing, Social Media Management, Audience Segmentation, Digital Communications, Google Analytics & Ads, Meta Business Suite, Facebook/Instagram Ads Manager, LinkedIn, TikTok

- **Fundraising & Stakeholder Communications:** Donor Communications, Fundraising Communications, Annual & Impact Reports, Stakeholder Engagement, Presentation Development, Event & Webinar Communications Support
- **Leadership & Operations:** Cross-Functional Collaboration, Team Supervision, Project Management, Workflow Management, Process Improvement, Communications SOPs, Training & Resource Development
- **Technology & Creative Tools:** Salesforce, ClickUp, WordPress, Canva, Adobe Creative Suite, Final Cut Pro, Bloomerang, Mailchimp, Constant Contact, Monday.com, Microsoft Office, Google Workspace, Slack
- **Analytics & Data:** Data Analysis, CRM Reporting, Marketing Analytics, KPI Tracking, Website Analytics, Data-Informed Storytelling
- **Additional Activities & Awards:** New Moms Core Values Rockstar Award Winner (2017), Kellogg Nonprofit Management Course (2019), New Moms Spiritual Formation Site Committee Member (2019–2020), Baumhart Center Young Nonprofit Leaders Series (2020), New Moms Core Values Rockstar Award Winner (2020), Top Talent Institute Cohort Member (2022), New Moms Data & Technology Working Group Delegate (2026)