



# DANITA JO TALBOT

Leader.  
Philanthropist.  
Communicator.

My Why



## CONTACT

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## PROFESSIONAL HISTORY

### FRACTIONAL CHIEF MARKETING OFFICER | OWNER

*Seedlings Marketing | Jan 2009 - present*

Delivering donor/customer engagement focused marketing consulting services that partner with organizations to better understand their business needs and create solutions to cultivate constituents at every level of engagement. Providing strategy and process development balanced by tactical plan execution. Building teams plus turn-key marketing & programs that nurture leads and convert them to donors/clients based on behaviors, attitudes, habits and lifecycle stage.

- Strategic Planning
- Business Analysis
- Fundraising Strategy
- Content Creation
- Donor/Client Engagement
- Results Tracking
- Digital Marketing
- Campaigns/Programs
- Branding & Marketing

**CLIENTS INCLUDE:** United Way, Jobs for the Future, Brighton Main Streets, Nurtury, World Boston, Mathematical Association of America, County Kildare Chamber (Ireland), Retirement Solution Group, Van Hulzen Financial Advisors, Trinity Financial, Marianne's Ice Cream, Polar Bear Ice Cream, Treat Ice Cream, Therapeutic Solutions, Psychiatric Solutions, Supply-It, Jera Concepts, Steam Management Inc., Kiwi Partners.

### DIRECTOR OF MARKETING

*Thornton Tomasetti Inc. | Oct 2007 - Jan 2009*

Counsel Managing Principals, steering committee and key senior management on marketing strategy and plans. Develop an integrated marketing department with foundational programs for one of the world's most respected global engineering firms.

### VICE PRESIDENT OF MARKETING

*Citi | Jun 1996 - Jun 2007*

Lead corporate integration of the Commercial Business formed by merging Banking, Real Estate, Leasing and Community Development. Over-see marketing functions for the national business, serving multiple B2B client segments, 15+ states with over 200 sales staff for over \$10 billion in lending annually. Merchandising, customer collateral, in-store signage, brochures, and other sales tools focused on acquisition and retention.

## EDUCATION

### MASTERS OF SCIENCE IN EDUCATION EXECUTIVE MASTERS OF BUSINESS

*Purdue University | 1994 - 1996*

### TEACHER CERTIFICATE

*Indiana University School of Education | 1990 - 1992*

### BACHELORS OF SCIENCE

*Indiana University SPEA | 1985 - 1989*

## A THINKER AND A DOER

I am a C-suite level consultant across public, private and nonprofit sectors with 25 years experience in growing businesses, creating meaningful connections, and nurturing communities.

## EXPERTISE

- Community Organizing
- Fundraising
- Strategic Planning
- Branding, Messaging & Marketing

## I BELIEVE IN

- Strategy that roots creativity
- Big Hairy Audacious Goals
- Calculated risks lead by vision
- Collaboration
- The power of clear messaging
- Speaking the truth early and often

## PERSONAL SKILLS

- Creativity
- Team building
- Communication
- Problem Solving
- Leadership

*Thank you!*