



Call Me: 510-282-9385

Email Me: hello@imanijoy.com

View my Work: <https://imanijoy.com>

Connect on LinkedIn: [/imanibeauford](https://www.linkedin.com/in/imanibeauford)

HELLO

I'm a communications designer and digital engagement strategist in Oakland, California. I help bring organizations closer to their audiences through compassionate design and compelling content.

EDUCATION

B.A. in Communications,
University of Michigan

SKILLS

Communications

Fluent in Facebook, Instagram, and Twitter.

Experienced in nonprofit communications tactics.

Well-versed in emerging donor trends.

Operations & Data Management

Proficient in Microsoft Office and Google Docs.

Fundraising

Skilled in Salesforce 1 and NPSP. Familiar with Raiser's Edge.

Design

Proficient in Adobe CC Photoshop, Illustrator, and InDesign.

Professional experience in HTML, CSS, JavaScript, and jQuery.

WORK EXPERIENCE

Marketing Strategist

Sarah Lightfoot Coaching

From 07/2015 to Present

Sarah Lightfoot is an organizational coach and fund development consultant to Bay Area nonprofits. As an independent contractor, I:

- Manage the design, communications and virtual operations of Sarah's primary product, the Fearless Fundraising Accelerator.
- Researched, planned, and authored a year-end email fundraising campaign guide.
- Led the web design and branding of Sarah's business. View the final product at <http://sarahlightfoot.net>.

Communications Design Consultant

From 11/2014 to Present

As a freelance consultant, I collaborate with executives, marketing teams, and other stakeholders to design and develop communications materials. View work samples at imanijoy.com.

Program and Development Associate

Peace Action West

From 12/2012 to 10/2014

I was hired as a phone outreach organizer, promoted to Development Associate in 2013, and received a second promotion to Senior Program Associate in 2014. In these roles, I:

- Raised over \$90,000 in individual gifts through major donor cultivation.
- Organized visits and stewarded appeals, increasing one donor's annual gift from \$500 to \$7,500.
- Maintained a development database of 100+ contacts, managing timely deposits and follow-up.
- Managed outreach and communications, including the design and distribution of an action toolkit that was shared with a coalition of 150+ organizations.
- Coordinated coalition activities, collaborating with program staff to plan conference calls and publish resources for affiliated organizations.
- Designed annual report on congressional votes and actions related to peace and disarmament.