

DONNA VALENTI HOLMES

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OBJECTIVE

Foster community engagement and develop a positive relationship for your organization using the marketing, communications, public relations and technical skills developed as an accomplished communications director and a proven project manager.

BACKGROUND SUMMARY

An experienced leader with expertise in the areas of marketing, public relations, Web site development, hiring and training, community engagement, communications and project management. A motivated team leader dedicated to the most efficient execution of projects and assignments. An accountable director of communications and development, who is able to manage multiple high-level projects, technology, staff and resources. A seasoned communicator and organization spokesperson.

WORK EXPERIENCE

Director of Community Relations and Development
Palisades School District, Kintnersville, Pennsylvania
\$40 million annual budget

2002-Present

- **Co-Chair Comprehensive Plan Development** – Work with district employees and community stakeholders to maintain the district's vision through collaborative plan development, implementation of action plans, budget development and analyzation of student achievement. Provide support to sub-committees and make recommendations to stakeholders. Provide regular reports to board, community members and local media.
- **Production Coordinator for All District Communications** – Produce and disseminate printed materials (newsletters, press releases, parent bulletins, school district calendars and year-end reports), electronic news blasts, Web site content, emergency bulletins/crisis communications and other public presentations/forums. Serve as organization spokesperson.
- **Leader of Development and Implementation of Communication Tools** – Determine most effective ways of communicating with district residents, students and parents. Includes district Web site, TV broadcast channel, online grade access and emergency phone call/e-mail system. Responsibilities include overall project development, project management, contract negotiations and effective rollout with users' interface/training.
- **Manager of Community Outreach Programs** – Develop and manage programs to engage residents of the district including Community Evening School, Fitness Center and Youth Recreation and Enrichment Programs. Responsible for compiling class/program information, hiring instructors, scheduling building usage, managing printing and distribution of marketing materials, processing registration of participants and payment for instructors, compiling rosters for instructors, and evaluating courses/instructors.
- **Grant Writing, Sponsorship Solicitation and Overall Budget Management** – Procure grants and sponsors to support services and programs offered to residents and students.

Community Relations Coordinator (part time position)
Palisades School District, Kintnersville, Pennsylvania

1999 - 2002

Responsibilities included portions of the aforementioned duties.

Director of Special Projects, Store Operations Department**1978 - 1995****Charming Shoppes, Inc., 450 Winks Lane; Bensalem, Pennsylvania**

Trades as Fashion Bug/Fashion Bug Plus (and related entities)—National Retail Operation

Combined sales over \$1 billion annually

- **Store Employee Incentive Programs** - Developed and implemented all incentive programs for hourly and management employees. Produced all marketing materials and related communications.
- **Daily Communication to Stores** – Systematized and executed regular communication to store employees regarding operational procedures/policies. These included, but were not limited to security issues, budget matters, updates to sales and floor layout information, and customer service issues.
- **Sales Training Programs** – Developed and implemented sales training programs for all management and store level associates. Monitored the success of these programs and modified as needed.
- **New POS System Installation** – Managed the software development, installation and training of a new POS system in 1500 stores.
- **Fiscal Management Reporting** – Developed reporting system for executive level personnel to monitor projected sales and expenses such as payroll, travel, and theft prevention.
- **Traveled to Store Locations Nationwide**
- **Hired and Managed Office Support Staff**

EDUCATION (CHRONOLOGICAL COMPLETION)

- Certificate in Leadership Dynamics - University of Penn (2015)
- Future Ready Leadership Program – US Department of Education (2015)
- Essentials of Human Resources Law – CareerTrack Seminars (2015)
- Navigating and Responding to the Media – King, Spry, Herman, Freund & Faul, LLC (2014)
- How Family Engagement Impacts Student Success – Harvard Graduate School of Ed. (2014)
- School Safety and Emergency Preparedness – Governor's Office of Homeland Security (2013)
- Certificate Marketing Program - DeSales University, Coopersburg, PA (2007)
- BA Management/Marketing Program - Holy Family University, Philadelphia, PA (1996)

VOLUNTEER EXPERIENCE (2002-2016)

- Board Member, Upper Bucks Healthy Community Healthy Youth Coalition
- Executive Member of Partners in Action for Community Togetherness (PACT)
- Board of Director, Upper Bucks YMCA
- Red Cross Shelter Coordinator for Upper Bucks County Area during Hurricane Sandy
- Palisades' Emergency Management Crisis Team Member
- Bucks County Heroin Task Force Member
- Bucks County School Safety & Security Advisory Council

MEMBERSHIPS

- Pennsylvania School Boards Association
- Pennsylvania Public Relations Association

AWARDS RECEIVED

- Pennsylvania School Boards Association-Award of Excellence-District Calendar Production
- Pennsylvania School Boards Association-Award of Excellence-Newsletter Publication
- Pennsylvania School Boards Association-Honorable Mention-Evening School Bulletins
- Charming Shoppes, Inc. - Employee of the Year