

Marlena Hartz

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Washington, DC Area

Professional Summary

Highly accomplished marketing and communications leader who delivers measurable and meaningful results for brands that make the world a better place. Proven expertise in building and leading high-performing teams, driving decision-making at the executive level, and generating significant leaps in reach, revenue, and engagement.

Areas of Expertise

People Management | Thought Leadership | Integrated Digital Marketing | Project Management | Content Production | Public Relations | Advertising | Brand Management

Technical Skills

❖ Wordpress ❖ Google Suite ❖ Google Analytics ❖ Sprout Social ❖ HubSpot ❖ Adobe ❖ Canva ❖ Zoom ❖ Slack ❖ Asana ❖ Metabase ❖ SEO/SEM ❖ Meltwater ❖ JIRA

Experience

JUNE 2016 - DECEMBER 2024

GlobalGiving, Washington, DC - *Senior Director of Marketing and Communications*

Served as executive lead of communications for a large global non-profit, **propelling annual donation volume from \$40 to \$100 million.**

- Evolved the organization's crisis response arm, developing effective key messaging and a rapid activation framework that earned thousands of annual media citations and **catapulted international grant-making outputs by 4,000% over my tenure.**
- Led HubSpot modernization project to automate, personalize, and segment email marketing, which **yielded a 40% increase in volume to grassroots non-profits.**

- **Recruited, hired, and coached a high-performing team of seven marketing professionals**, establishing several functions from the ground up, including public relations, content marketing, email marketing, and graphic design.
- Launched the organization's first-ever content strategy, which **grew demand by 183%**; then, promoted to evolve the brand as executive marketing lead.

OCTOBER 2013 - JUNE 2016

Tahirih Justice Center, Falls Church, VA – *Communications Manager*

Developed the communications function from the ground up for public policy advocacy non-profit.

- **Developed successful communications and marketing plan for a \$10M capital campaign**, raising funds from donors of all sizes to grow the non-profit from three to five national locations.
- **Led brand identity and website rebuild**, resulting in 88% increase in email subscribers, 36% increase in online giving, and 121% growth in social media audience.
- **Established storytelling approach to pass a landmark US child marriage law**, inspiring support from more than 128,000 petitioners.

SEPTEMBER 2011 - JUNE 2013

Metropolitan State University, Denver, CO – *Assistant Director, Student Media*

Served as second-in-command for student media operations at a public university.

- **Launched innovative, revenue-generating arm** to support large, student-run media operations in urban Denver.
- Led team of marketing associates, **raising revenue by 18%** through strategic marketing, events, and outreach plans.
- Coached 40+ journalism students in copywriting, ethical storytelling, and revenue-generation tactics, **maintaining a 90% satisfaction rate**.

JULY 2005 - AUGUST 2009

Clovis News Journal + Lubbock Avalanche Journal – *Public Affairs Reporter and Editor*

Covered public affairs, including K-12 education, higher education, local and state government, courts, and crimes for fast-paced daily newspapers.

- **Led an award-winning team of 10+ reporters** on the local news beat, guiding newsgathering and editing all copy prior to print.
- Produced breaking news coverage and **secured national attention for local news**, including placements in *USA Today*, the *Associated Press*, and *ABC News*.
- **Promoted from general assignment to public affairs reporter** in charge of coverage of the region's biggest employer; then, promoted to city desk editor.

FEBRUARY 2004 - SEPTEMBER 2005

Peace Corps – *English Resource Teacher*

Served as teacher in classrooms with 60+ students.

- Developed English-as-Second-Language curriculum for grades 5-8 in Nepal.
- Designed events for women and girls through Gender Awareness and Development program.
- Coached students in the development of a school improvement project.

Education

JANUARY 2020- APRIL 2020

Kellogg Executive Education Program – *Certificate in Digital Marketing Strategies*

Studied data, automation, AI, and analytics

SEPTEMBER 2009 - MAY 2011

University of Denver, Denver, CO – *Master's degree in International and Intercultural Communications*

Concentrated in human rights

SEPTEMBER 2000- MAY 2003

Pennsylvania State University, State College, PA – *Bachelor's degree in English*

Studied narratives in literature

Awards

❖ 2025 Gold Anthem Award for Diversity, Equity & Inclusion Campaign ❖ 2024 Silver Anthem Award for Humanitarian Action Campaign ❖ 2009 National Press Club Fellowship ❖ 2009 Peace Corps Graduate Studies Scholarship ❖ AAUW Grantee