

A BRIEF HISTORY OF

HANNAH SAEGER KARNEI

JOINED WEALTHENGINE

Joined **WealthEngine** in
Bethesda, Maryland - Business
Development.



JOINED ECHO360

Joined **Echo360** to manage
marketing operations.



SELECTED
Selected as the **Inaugural
Fellow** at The Patterson
Foundation

GRADUATED VIRGINIA TECH

BS in Human Development,
Human Services concentration



VIRGINIA TECH

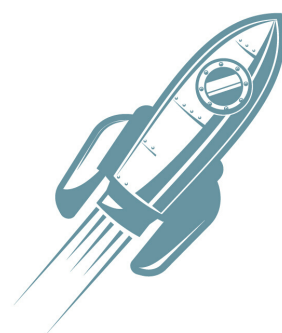
PROMOTED

Promoted, nonprofit marketing
strategist.



EARNED MA

Earned MA from **Lilly Family
School of Philanthropy**



MOVING FORWARD

Secure **future** position at
forward focused organization.

Contact Hannah at hsaegerkarnei@gmail.com or
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703-732-3548

hsaegerkarnei@gmail.com

Hannah Saeger Karnei: Attributes of Excellence

Concept to Creation

- Taking abstract ideas and charting a path that blends aspirations and reality to achieve excellent execution
- Working with internal and external stakeholders to build consensus
- Creatively embracing the possibilities of a project, then establishing frameworks and supporting documentation to solidify effective implementation
- Keen awareness of resource constraints
- Active member of any team either in thought or action
- Flexible, incorporating enhancements and modifications as projects evolve

Management of People, Process & Projects

- Adept at engaging diverse people to optimize or discover talents
- Embedding communication to optimize strategic execution
- Attention to detail throughout process management
- Project development including contracts, reporting, and invoices
- Finance management, tracking to budget, coding, and reviewing reports

Discerning for Momentum

- Worked with CEO & President on high value, strategic and innovative projects
- Passionate about helping others recognize or realize potential
- Logical with a deep sense of empathy, adept at reading people and building rapport
- Approaching problems with a focus on collective abundance and activating existing networks to support effective solutions to complex issues

Engaging Word-meister

- Strong voice used with appropriate humor to communicate complex ideas into relatable snippets, a marriage between an analytical mind and big heart
- Engaging public speaker with experience in front of boards, focus groups, large groups
- Understanding of the critical role communication and narrative building plays with an organization and beyond
- Authored over 40 blogs and multiple newspaper guest columns during fellowship

Avid Learner

- Continuously expecting the best of myself
- There's always more than one solution and more to learn
- A love of humans, because they're able to do anything with ample planning, thought, and passion

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Hannah Saeger Karnei

EXPERIENCE - Philanthropic Sector

The Patterson Foundation — *Inaugural Fellow, Special Programs Manager*

May 2019 - PRESENT

Responsible for leading and managing multidimensional special projects across 17 initiatives. Reports to and works with the President & CEO of a \$230 million private foundation on high-value strategic projects designed to innovate across community engagement, research and evaluation, and network building.

Propelling Impact

- Managing Aspirations Journalism initiative with focus on Digital Access for All. Working with Sarasota-Herald Tribune Executive Editors and journalists to establish common community understanding of the critical nature of digital access.
- Created curriculum and co-taught for Indiana University Lilly Family School of Philanthropy course entitled, “Beyond the Check: The Patterson Foundation’s Approach to Innovative Philanthropy” Winter 2020.
- Crafted values and structure for TPF Beyond, the new TPF Fellows alumni network.

Community Engagement

- Facilitating community conversations in the Harwood Institute method to discover shared community aspirations in the era of global pandemic, civic unrest and injustice. Working with 6 community leaders to design a listening tour program to guide the county’s future.
- Managed a portfolio of activities and events for The Patterson Foundation’s 10th anniversary including producing a 45 minute documentary, a 250 person evening celebration, several community events. Responsible for a budget of \$500K+.
- Facilitated Census 2020 Education Project working collaboratively with the regional newspaper, local funders, and community networks to activate partnerships across a four-county region. Created project frameworks, speakers bureau presentations, a collaborative calendar, and weekly network update that reached more than 700 people. Managed budget of \$40K+ in addition to four consultants. Contributed to 3%+ improvement in self-response rate in 2 counties.
- Created a four-county community book circle program focused on establishing stronger community aspirations which organized and supported 60 registered circles and more than 400 participants. Managed \$50K budget and three consultants. Developed project framework, discussion guide, tracking procedures and communication plan.

Research & Evaluation

- Conducting landscape research on risk mitigation in the grant approval process for Center for Disaster Philanthropy in order to recommend a new board approval model.
- Consulting with local community foundation to assess and evaluate its keystone Season of Sharing campaign through interviews and data gathering in order to provide sustainability focused recommendations.
- Conducted discovery focus groups with stakeholders on behalf of local community foundation and provided recommendations in a report for implementing a new community tool and approach for its major initiative.

Strategic Communications

- Published more than 40 blogs within 18 months focused on models and trends in modern philanthropy. Featured on the front page of Sarasota Herald-Tribune 3 times.
- Crafted social media plan and acted as content curator for Sustained Collaboration Network leading up to and during their national network launch.
- Represented The Patterson Foundation at local, regional, and national events including webinar presentations with CEO.
- Created 2020-21 budget overview for The Patterson Foundation Governing Board.
- Explored the future of philanthropy staffing models with nonprofit and foundation executives nation-wide.
- Made regular Fellowship Update presentations to The Patterson Foundation Governing Board.

EXPERIENCE - Marketing & Communication

LifeSmart Youth — *Marketing & Development Assistant*

August 2017 - May 2019

Developed and implemented first-ever #GivingTuesday campaign for \$1Million organization, increasing campaign net profit by 300% year over year. Managed build out of donor database in Salesforce and authored internal user guide for development team. Contributed to annual appeal campaigns and donor stewardship events.

Echo360, Inc. — *Marketing Associate*

January 2016 - January 2019

Managed marketing operations for a \$15 Million higher education technology company. Duties included integration between Salesforce and HubSpot, all email marketing communication, database management, inter-team training, content curation and copywriting. Produced over 20 webinars for customers and prospects using ON24 and ZOOM Webinars.

WealthEngine, Inc. — *Demand Generation Specialist*

June 2014 - January 2016

Promoted twice in 18 months based on superior job performance and willingness to learn new skills. Utilized market research to design nonprofit sector marketing strategy, demand generation copy. Focus on Marketo and Salesforce to implement demand generation strategies.

EDUCATION & PROFESSIONAL DEVELOPMENT

Indiana University Lilly Family School of Philanthropy — *M.A. Philanthropic Studies, 2019*

Virginia Tech — *B.S. Human Development, Concentration Human Services, 2014*

The Harwood Institute - *Certified Public Innovator, 2019*