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Erin Brownback is an advocate for the goodness of God’s design for the family as the ideal foundation of society. This includes the topics of gender, marriage, sex, life and parenting.

She is developing a long-term messaging plan for the Pro-Family Movement to transform society over the next generation, and has created messaging on these issues for Congress, Attorneys General, Family Policy Councils, and potential Supreme Court cases.

Erin directed communications for the sanctity of life legal work of Alliance Defending Freedom, and is currently working on a PhD in Social Transformation. Her master’s degree is in Rhetoric and Discourse from Carnegie Mellon University, and she has a bachelor’s in English and Education, with a minor in Religion from Westminster College.

|Erin E. Brownback|

|Education|

Arizona State University *Present*
PhD work in Social Transformation

Carnegie Mellon University *2005 - 2006*
Master's of Rhetoric and Discourse
GPA 3.90

Westminster College *1994 - 1998*
Bachelor's of Arts: English
Minors: Secondary Education and Religion
Concentration: Theater
GPA 3.83

|Experience|

Marketing and Communications Consulting *2014 - Present*
Consultant

- Ran communications campaigns for the Religious Freedom Restoration Act, bathroom bills, and political races for the Family Policy Council of West Virginia
- Developed messaging strategies and action items in the areas of marriage, life and religious liberty for the Attorney General of Texas
- Worked with Protecting Women's Rights to develop a business plan and communication strategy to support a potential Supreme Court Case to overturn Roe v. Wade
- Wrote successful 1,000 page applications for accreditation for the University of Arizona's College of Medicine - Phoenix
- Developed pro-life messaging for Congress
- Produced communication and branding strategies, website content, video scripts, marketing campaigns, biographies, case summaries, timelines, and funding proposals for pro-life and pro-family organizations such as Americans United for Life, Students for Life of America, Save the Storks, and Pro-life Future

Alliance Defending Freedom *2012 and 2013*
Director, Marketing & Communications

- Crafted yearly marketing plans and major campaigns that integrated all aspects of communications to advance the litigation and legal advocacy work of the organization
- Partnered with the Development Department to communicate compelling stories to donors through frequent presentations, speeches, mailings and personal interaction
- Fostered key ally relationships on Capitol Hill and across the country, and equipped them with messaging, resources and research to bring unity to the framing of issues
- Conducted national quantitative and qualitative messaging testing
- Designed a \$10 M, multi-phased, national public influence campaign
- Created the organization's most highly trafficked web campaigns which garnered more than 17,000 visits a month, and 1/3 of all traffic to the site
- Introduced statement images in social media, which helped increase followers from 80,000 to 160,000 in a few months, and 235,000 over a year
- Project-managed the largest national pro-life conference with more than 2,000 attendees, which gained clients and positioned the organization as a leader in its field
- Developed rapid response plans for current events and Supreme Court decisions
- Managed employee, vendor and allied partner work
- Conducted international research and communicated organizational global efforts

Walton Consulting *2010- 2012*
Senior Consultant, Strategic Marketing

- Consulted for corporate, non-profit and political clients
- Developed and implement marketing, donor relations and communication strategies
- Coordinated the production of marketing materials to support business development
- Executed social media and public relations strategies
- Wrote and edited operational materials, business plans, budgets and policy manuals
- Participated in the creation of videos and weekly radio programs
- Trained employees to carry out long-term communication plans
- Conducted marketplace research and review of current marketing strategies

|Erin E. Brownback|

|Activities|

Concerned Women for America

Co-founder and Leader, Philadelphia Chapter

Community Service Leader and Participant

Habitat for Humanity

The Pittsburgh Project

Light of Life Soup Kitchen

Allentown Rescue Mission

CSM Urban Mission – Chicago, IL

Azusa Pacific Outreach – Ensenada, Mexico

Scott Theological College – Machakos, Kenya

Study Abroad, Work and Missions in 25 countries

including China, India, England and Israel

Avid chess player

Read approximately one book per week

National Philanthropic Trust 2007 – 2010

Director, Marketing & Communications

- Developed a comprehensive and strategic marketing plan, resulting in 422% ROI
- Managed a \$400 K marketing budget for a non-profit that raised nearly \$3 B in assets
- Project managed the construction of a dynamic blog-based website and CMS
- Wrote and edited marketing materials, annual reports, web copy and sales kits
- Acquired global speaking engagements and coached colleagues on speaking skills
- Ran PR campaigns which repeatedly garnered more than 60 interviews in 90 days
- Product launched private-label programs and marketing for high-profile financial firms
- Created a 15,000 contacts CRM system, and a process for regular donor communication
- Introduced an on-line dashboard for internal analysis
- Reorganized workflow to link the call center, website, database and fulfillment systems
- Captured operating instructions for all systems to ensure long-term effectiveness

Valley Social Luxury Lifestyle Magazine 2007

Managing Editor

- Collaborated with publishers on editorial calendar and direction for the new magazine
- Steadily improved consistency, tone and message from issue to issue
- Interviewed, wrote articles, and edited the work of contributing writers
- Publicly represented the magazine at launch parties and charity functions

H.B. Maynard Consulting Company (now Accenture) 2006 - 2007

Consultant and Editor

- Developed, edited and improved corporate training materials
- Interfaced with clients and assisted in trainings including MOST and Lean Workplace
- Decreased client work time by designing automated communications systems
- Innovated system tools for increased time-management and referral reward programs

|Professional Development|

Online Giving Marketplaces - *Stanford Graduate School of Business, Center for Social Innovation*

Social Media Connections: Making it Work at Work - *Iris Creative Group*

Public Speaking in Public Policy – *The Leadership Institute*

Making the Headlines - *National Association of Women Business Leaders*

Marketing Dashboards 2.0 - *American Marketing Association*

Presenting Data and Information - *Edward Tufts*

Hiring Interactive Talent in the New World of Work - *American Marketing Association*

|Highlights of Qualifications|

- Communicate clearly , with confidence, poise, and diplomacy
- Motivated, creative, versatile and innovative
- Work well independently and as a member of a team
- Open to input, demonstrate wisdom and discretion
- Comprehend and synthesize quickly and accurately
- Highly organized, logical and strategic
- Attend to detail, multi-task, thrive under pressure
- Cultured, adventurous, well-traveled
- Skilled in Microsoft Office, Adobe, Salesforce, WordPress and online media platforms

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