

NICHOLLE GRANGER

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118 Maiden Choice Ln, Catonsville, MD 21228 | (202) 255-9706

Creative and strategic marketing leader with 10+ years of experience driving brand innovation, audience engagement, and revenue growth for mission-driven organizations. Adept in leading cross-functional teams, producing high-impact digital and campaigns, managing large-scale events, and executing community-centered storytelling. Proven ability to align creative strategy with organizational goals, transform digital ecosystems, and deliver exceptional stakeholder experiences.

CORE COMPETENCIES

- Creative Direction & Brand Strategy
- Multichannel Campaign Management
- Fundraising & Donor Engagement
- Public Relations & Media Relations
- Storytelling, Copywriting & Content Creation
- Event Production & Community Engagement
- Digital Marketing & UX Strategy
- Digital & Print Design
- Team Leadership & Cross-Departmental Collaboration

PROFESSIONAL EXPERIENCE

VOLUNTEERS OF AMERICA CHESAPEAKE & CAROLINAS

Executive Director of Development & Marketing

Lanham, MD

Nov 2019 – present

- Direct integrated marketing, fundraising, and public relations for multi-state housing, health, and human services programs impacting 9,700+ individuals annually.
- Manage multimedia content strategy, including video production and creative oversight to support fundraising and branding.
- Manage a regional team spanning marketing, design, web, development, grants, outreach, and analytics.
- Led PR strategy and serve as key spokesperson, securing media coverage in major outlets including WJLA ABC7 News DC, NBC4 Washington, WUSA9 and FOX45 Baltimore
- Produced G.O.A.T. Youth Mental Health Expo, a first-of-its-kind event in Prince George's County in partnership with the local Health Department, drawing 350+ attendees, 50+ exhibitors, and 24 speakers.
- Revamped VOACC's largest annual fundraiser, Harvest for Hope, nearly doubling revenue to \$186K and growing attendance by 100% through creative rebranding and digital storytelling.
- Spearheaded VOACC's first monthly e-newsletter, growing subscribers to 11,700+ while maintaining a 27%+ open rate.
- Directed the organization's website redesign in 2023, achieving ADA compliance, streamlined navigation, and enhanced UX.
- Lead the writing and design of VOACC's Annual Report, blending data visualization and narrative storytelling—distributed to 9,000+ stakeholders each year.
- Created the campaign concept for Hope Has A Home for Women, the District of Columbia's first women-centered medical respite program, surpassing a \$200K goal through proposal design, grant acquisition, private events, and launch PR.

MAYSON-DIXON COMPANIES

Vice President of Nonprofit Strategies

Assistant VP / Sr. Associate / Digital Media Associate

Bowie, MD

Apr 2019 – Nov 2019

Jan 2018 – Apr 2019

- Led creative strategy, donor communications, campaign development, and events for nonprofit and political clients.
- Directed concept, copywriting, and design of VOACC's first two Annual Reports, visually showcasing impact across 44 programs.
- Created fundraising collateral and presentations that secured institutional support for programs like VOA Works++.
- Produced the 2019 VOICE of Faith Fundraiser, raising \$50K and convening 120+ leaders from healthcare, government, and philanthropy.
- Advised on a \$500K capital campaign for Lovely Lane United Methodist Church, including branding, appeal design, and donor engagement.

- Managed grant research systems and led a team to submit high-value applications for nonprofits.
- Designed and wrote digital/print marketing for VOACC and political campaigns, including 59 pieces of direct mail.

ONEWORLD NOW!

Seattle, WA

Practicum Participant & Consultant

May 2018 – Aug 2018

- Led a group of four America University graduate students to provide strategic consulting to a global leadership nonprofit based in Seattle, WA.
- Conducted quantitative and qualitative research to develop a competitive landscape analysis, revenue generation action plan and communications strategy for the organization.

MERIDIAN INTERNATIONAL CENTER

Washington, DC

Digital Communications Fellow

May 2017 – Jan 2018

- Designed branding and print materials for U.S. State Department-sponsored international arts diplomacy programs.
- Produced and edited a three-minute promotional video for the Next Level Hip Hop Diplomacy program, driving thousands of views and stakeholder engagement.

AMERICAN UNIVERSITY OFFICE OF ALUMNI RELATIONS

Washington, DC

Student-Alumni Outreach & Alumni Communications Intern

Jan 2017 – Sep 2017

- Developed and implemented several online newsletters, including the AU Women's Network Newsletter and the first ever AU Student-Alumni Newsletter, which was sent to more than 13,000 students and generated a 51 percent open rate.
- Wrote feature stories for the monthly Alumni Update newsletter.

NIPPON TELEVISION

Washington, DC

News Producer & Defense Correspondent

Jan 2014 – June 2016

- Produced long-form feature stories on U.S.-Asia diplomacy, military operations, and WWII veterans for Japanese national broadcast.
- Conducted high-level interviews and covered press briefings at the U.S. Department of Defense.

JAPAN EXCHANGE AND TEACHING PROGRAM

Wakayama, Japan

Program Advisor/Assistant Language Teacher

May 2010 – May 2013

- Functioned as the main point of contact for 40 foreign Assistant Language Teachers (ALT) from six countries, serving 200 schools and 15 boards of education throughout Wakayama Prefecture, Japan.
- Taught English at four Elementary and Middle Schools in Nachi Katsuura, Japan.
- Co-organized a professional development conference attended by 80 ALTs and Japanese Teachers of English (JTE).
- Organized a yearly new hire training orientation to share best practices for living and working in Japan to ALTs.

EDUCATION

American University School of International Service | MA, **Intercultural and International Communication**

Aug 2018

Relevant Coursework: Strategic Communications, Project Management, Web Development, Statistics, Grant Writing

University of California, Los Angeles | BA, **Economics, Japanese minor**

June 2009

TECHNICAL SKILLS

- Adobe Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
- CRM: Blackbaud Raiser's Edge, Constant Contact, FundraiseUp
- Web: WordPress
- Project Management: Microsoft Teams, Asana
- Creative: Photography, Videography, Event Design
- Creative & Strategic Writing
- Email Marketing: Constant Contact, FundraiseUp