

## Crystal Sheree Scott

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A focused, trustworthy, and dependable communications leader with exceptional interpersonal skills and problem-solving techniques wishing to obtain a position that will enable use of strong communication skills, strategic planning ability, and excellent organizational planning while focusing on the prosperity of our area. Experience directing a broad range of communications, public relations, development and volunteer departments serving families in Escambia and Santa Rosa Counties.

### Areas of Expertise:

- Division and Organizational Leadership
- Community Engagement
- Strategic Planning
- Communications Management
- Public Speaking
- Communications Strategist

### **June 2021- present *Pensacola Habitat for Humanity: Vice President of Communications and Development***

- Manages a team of ten professionals providing leadership and direction to ensure that a board-directed communications plan, fundraising strategy and donor relations plan is executed effectively.
- Executed an aggressive communications plans to include the dissemination of communications, information, and reports to customers, the Board of Directors, and all other stakeholders (press releases, social media, website updates, and Annual Reports).
- Significantly increased public awareness by producing informative pieces that describe affiliate operations, projects, and initiatives as well as hosted a quarterly television show.
- Effectively manages the communications and public information programs and operations, which includes planning, coordinating, administering, and evaluating programs, projects, activities, events, processes, procedures, systems, standards, and/or service offerings.
- Responsible for writing articles, columns, or blogs to promote all active Pensacola Habitat for Humanity programs and initiatives.
- Department budget preparation and administration associated with personnel, operating costs, and capital costs; approves expenditures; reviews financial statements; and manages department financial operations.
- Prepares talking points for speaking engagements and works with team to design presentations for the departments of the organization.
- Editor in Chief to the 25<sup>th</sup> largest Habitat for Humanity affiliate in the country providing edits to all written content, including press releases, media alerts, marketing materials.

- Serves as the official spokesperson/media liaison for Pensacola Habitat for Humanity and also as the chief crisis communications officer, leading public information, and communication strategy for all issues and crises

**December 2017- June 2021** *Pensacola Habitat for Humanity: **Director of Resource Development***

- Responsible for promoting all aspects of the affiliate including the Home Buyer Program, Community Development Program, volunteerism, philanthropy, and the Pensacola Habitat for Humanity ReStore through multiple avenues including social media, newsletters and speaking engagements.
- Chief fundraiser and friend-raiser responsible for all grant proposals, fundraising events, and donor relations.
- Responsible for all internal communications including staff team building activities and staff morale improvement.
- Responsible for relationship building with all officials who are passionate about affordable housing in our service area.
- Responsible for seeking speaking engagements and other innovative ways to educate our community of the need for affordable housing and affordable homeownership.
- Serves as the affiliates chief branding officer; Leads communications, public information and web development.

**March 2013-December 2017** *Community Action Program, Inc.: **Development and Marketing Administrator***

- Department manager for all agency non-federal funding including major gifts, grant writing, fundraising, in-kind gifts, and event planning.
- Responsible for agency Annual Reporting.
- Responsible for writing articles, columns, or blogs to promote all active Community Action Programs and initiatives.
- Responsible for all internal communications including staff team building activities and staff morale improvement.
- Serves as the affiliates chief branding officer; Leads communications, public information and web development.
- Conduct or schedule speaking engagements for Executive Director and maintain communications with community partners, donors, and vendors for the agency.
- Maintains and regularly updates employee social media policy.
- Organize major fundraising events annually and create the communication material for each event.
- Responsible for social media recruitment techniques as well as website management and Press Releases.

**January 2012-January 2013** *90Works formally known as Families Count: **Family Support Team Manager***

- Supervise a team of professionals and paraprofessionals to implement an in home family therapy program to families who have been mandated to complete an intensive, 6 month program.
- Manage a team of Master level and Bachelor level staff who conducted parenting classes and implemented goal plans with families in need.
- Responsible for raising awareness about child abuse and neglect in our community and ensuring that donors and funders are informed of success interventions.
- Monitor a database with all family information and track success.

**October 2004-January 2012** *The Children's Home Society of Florida: **Volunteer and Education Coordinator***

- Supervise a team that recruits, screens, and manages volunteers to provide client support.
- Develop communication material to recruit volunteers.
- Assign approved volunteers to appropriate youth, supervising and supporting volunteer/ client relationships.
- Supervising and evaluating suitable program volunteers.
- Plan and carry out numerous fundraising events, and form community partnerships with local organizations to provide match dollars for the Mentoring program.
- Planned and facilitated meetings/ trainings.

**Education**

1998-2002 **Auburn University**, Bachelor of Science in Psychology

2004-2009 **Capella University**, Master of Science in General Psychology