

KALEENA MADRUGA

• experienced communications professional •

EDUCATION

2020 • Roosevelt University
Creative Writing (MFA)

2012 • San Francisco State
University
Creative Writing (BA)

CERTIFICATIONS

Certificate in Grant Writing
DePaul University
Received November 2019

SKILLS

Microsoft Office
CMS Platforms (WordPress, AEM,
Squarespace)
MailChimp, Constant Contact
AP & Chicago Manual of Style
Grant research and prospecting
Project Management software

EXPERIENCE

- MAY 2023-
PRESENT**
- Communications Manager, Shedd Aquarium**
- Lead the internal communication and key messaging documents to support the aquarium's phases of implementation for a multi-million dollar campaign.
 - Crafted a strategic leadership plan to support all focus areas of the aquarium.
 - Supported media outreach and created storytelling opportunities in local and national markets.
 - Created and provided ongoing editorial support for internal and external communication assets.
- SEPTEMBER
2022 -MAY
2023**
- Development Manager, The American Writers Museum**
- Managed, promoted, and grew the museum donor base.
 - Served as the primary relationship manager, developing and executing strategies to identify, cultivate, steward, and solicit new and existing donors.
 - Served as primary staff liaison to the museum's Associate Board, assisting with their events and recruitment efforts.
 - Supported the planning and execution of the annual fundraising event, including administrative and logistical support.
- AUGUST
2020 -
SEPTEMBER
2022**
- Communications Manager, Chicago Youth Centers**
- Lead all digital and print communications and storytelling through newsletters, website articles, annual reports, and more.
 - Create creative events collateral such as invitations, media, signage, programs, ads, and more.
 - Drive funding support through research, writing and editing LOIs and proposals, tracking data, and relationship building.
- MAY -
JULY 2020**
- Grants Researcher, Roosevelt University**
- Explored funding opportunities for the Humanities department, and performed independent note-taking and research.
 - Collected all necessary data for each viable grant opportunity.
 - Created initial drafts of required elements for grant applications.
 - Meet weekly with research team to address and review findings and align for future prospects.