

Expert Room

Jake Kramer - Website Development

Director at ArtilleryMedia.com, Owner at ageinaday.com

Jake's strengths shine in strategy, communication, organization and process creation. He has a passion for the problem-solving aspect of design and the challenges it brings.

Erin Wirth - Outreach Programs

Program, Marketing & Communications Strategist, UNMC

Erin has worked in program development and marketing for Nebraska Tourism, the University of Nebraska and Gateway Mall. She was named the "2018 Marketer of the Year" by the American Marketing Association-Lincoln and one of "Lincoln's 20 Under 40: Young Professionals Making a Difference."

Nicci Poehling Peterson - Fundraising, Board Development

Director of External Relations, Bolero Information Systems

Nicci is the director of external relations at Bolero Information Systems. She spends her free time as the director of fundraising and partnership development for Girls Code Lincoln. She joined the GCL team just in time to rebrand the organization, set up her own fundraising committee and create a board of advisors. She loves long walks on the beach, playing catch with her dogs (who don't ever fetch) and making new friends—chat her up!

Allea Grummert - Digital Marketing

Email & Digital Marketing Strategist, Duett

Allea is an email and digital marketing strategist for coaches, mentors and experts online who want to engage their new subscribers and build an authentic and active fan base.

Dylan Wrightsman - Digital Marketing

Lead Analyst, Search & Social, Ameritas

In his role at Ameritas, he focuses on helping financial advisors on their digital presence while managing the organization's digital ads. Dylan serves on the American Marketing Association - Lincoln Chapter Board of Directors and on the Meadowlark Music Festival Board of Directors. He enjoys helping nonprofits tell their story using digital marketing.

Tyler Thomas - Digital Content Strategy

Social Media & Content Integration Senior Director, UNL

Tyler builds award-winning brand engagement for the "BIG RED" brand. He directs the University of Nebraska-Lincoln's strategic functions integrating social media, videography, photography, project management and graphic design to deliver an effective communication strategy and editorial plan.

Michaella Kumke - Marketing, Communications

Communications Director, Food Bank of Lincoln

Michaella has a passion for nonprofit communications and human services. In early 2015, she joined the amazing team at the Food Bank of Lincoln where she works as the communications director. Through a variety of marketing channels, Ms. Kumke brings attention to food insecurity in Southeast Nebraska.

Erin Lenz - Public Relations

Public Information Officer, Nebraska Tourism Commission

Erin is a social media and web specialist, coordinating with external vendors, contracted agencies and marketing partners to ensure the status of projects and continued communication efforts. Erin also assists in writing, designing, editing, research and copy/layout for informational and administrative publications, audio-visual material, media releases, displays and newsletters.

Molly Nance - Marketing, Public Relations

Director of Communications & Public Relations, Water for Food, UNL

Molly has 30 years of experience in marketing communications, strategic planning, advertising, public relations and event management. She is currently the director of public relations and communications for the Daugherty Water for Food Global Institute at the University of Nebraska. Together with her communications team, Nance is responsible for promoting and protecting the institute's brand, expanding the awareness of the institute as a leader in water and food sector research and policy development.

Kelley Peterson - Branding

Vice President & Nonprofit Creative Director, KidGlov

Kelley has played a hand in nonprofit marketing for nearly half her lifetime. Kelley helps nonprofits advance their brands for good. She is the past President of American Marketing Association National Professional Chapters Council and has been recognized as Lincoln AMA's Marketer of the Year, inducted into the Lincoln Marketing Hall of Fame and Lincoln Business Journal's 40 under 40.

Matt Sherman - Social Content, Photography, Videography

Marketing Production, Three Pillars Media

Matt is one of the agency principals at Three Pillars Media, which helps both for-profits and nonprofit organizations tell their story in a valuable way.

Kelly Medwick - Fundraising, Board Engagement
Vice President of Business Development, Firespring

Kelly is a former chief of staff, marketer and fundraiser. She's the Executive Vice President of business development for Firespring's marketing services. Make a friend you can ping for new ideas that can supercharge your nonprofit's fundraising momentum!

Cathy Solarana - Branding, Diversity
Principal & Lead Designer, Wheelhouse Collective

Cathy is the founding principal, lead designer and strategist at Wheelhouse Collective. She is energized by all things design, dives into problem solving and loves partnering with innovative social impact organizations. Cathy and her multi-disciplinary teams employ design thinking and human-centered solutions to create powerful brand experiences that make true connections, are memorable and produce strong results.

Christine Weeks - Marketing, Branding
CEO, Eleanor Creative

Christine started Eleanor Creative in 2009 after her years developing marketing strategies for healthcare organizations. She had a knack for propelling research into a strategic marketing plan, helping physicians promote their specialty clinics through innovative design and compelling communications.

Katherine Warren - Marketing
Vice President & Operations Director, KidGlov

Over her 15 years of experience, Katherine has worked directly with nonprofits, small businesses, large business-to-business and consumer brands on in-house teams and at the agency level. Her experience with a variety of marketing scopes and budgets allows her to understand marketing at a holistic level.

Clover Frederick - Fundraising, Marketing, Board Development, Strategic Planning
Fundraiser & Marketer, Lincoln Community Foundation

Clover is a fundraising and marketing consultant specializing in nonprofits in the Lincoln, Nebraska area. Working alongside your organization's leaders, she strives to provide sage advice on how to build a brand presence that engages a community of supporters and helps you raise the funds you need to achieve your mission.

Jennifer Schultz - Marketing
Director of Development Communications, University of Nebraska Foundation

Jennifer is a marketing and communications professional with experience in fitness, athletics, higher education, health care and technology. She has held several directorships, including the Director of Marketing at TELCOR and the Director of Development at the University of Nebraska Foundation.

Gina Pappas - Communications
President, Albers Communications Group

Gina is the President of Albers Communications Group, an integrated public relations, digital marketing and video production firm. She has worked with both for-profit and nonprofit clients on strategies including media relations, establishing digital presence and communicating directly with target audiences via tactics such as emails, direct marketing and more.

Ingrid Krist - Succession Planning, Board Development
Nonprofit Leadership Consultant

With over twenty years of nonprofit experience, twelve of those as an executive director, Ingrid can help you develop your board and executive director leadership. She launched Ingrid Kirst Consulting to help organizations be the best that they could be.

Rachel Muir - Thought Leader
Speaker, Rachel Muir

Rachel has worked every side of the Rubik's cube that is the nonprofit sector. When she was 26 Rachel Muir launched Girlstart, a non-profit empowering girls in math, science, engineering and technology in the living room of her apartment with \$500 and a credit card. Several years later, she's raised over 10 million and has been featured on Oprah, CNN and the Today Show.

Branden Harvey - Thought Leader
World Traveling Storyteller, Branden Harvey

Branden is a storyteller focused on the good in the world. He's the host of the podcast Sounds Good, the creator of the Goodnewspaper, a printed newspaper full of good news, and built an online community over more than 250,000 world changers. He's helped brands like Disney, Square, Southwest Airlines, and (RED) tell meaningful stories with heart all over the world.

Shanon Doolittle - Thought Leader
Chief Creative Officer, Voice for Good

Shanon Doolittle will tell you she is two things through and through: a heart-before-head kind of fundraiser and a feelings-before-facts kind of storyteller. She's also a #donorlove champion for life. Shanon is known for designing creative, quirky, and delightful donor touches for nonprofits to sprinkle into their annual stewardship plans.

Sign up on the board by the Expert Room.
Each session is 15 minutes.