

Mabel Gladly, Writer and Digital Strategist

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LINKS

[LinkedIn](#)

[Website/Portfolio](#)

PROFILE

I am a versatile writer, administrator and digital strategist with a decade of experience as a freelancer in community-centered for-profit, non-profit, cooperatively-owned, and academic spaces. Currently, I'm seeking to transition into a committed long term role with an established organization.

EMPLOYMENT HISTORY

Dec 2020 — Oct 2022

Head Grantwriter, Remote - Health Policy Institute of Chicago

Chicago, IL

- Implemented branding for non-profit research project and workforce development collaboration with 12-acre farm through web design and content creation
- Led grant administration and secured \$170k of funding from 5 grants for the Restart for Health program, general operating costs for the farm, a peer-reviewed nutrition intervention study, and a comparative nutrient density study
- Oversaw creative direction and strategy planning for paid ad campaigns on Meta platforms

Aug 2020 — March 2021

Hearken, Remote - Election SOS Fellowship Coordinator

Chicago, IL

- Launched a Fellowship program in 2 weeks and oversaw recruitment and on-boarding of a diverse group of 40 early-career journalists
- Co-managed network building and public relations for the Trusted Expert Network database through cold-calling, relationship building, and newsletter placements, prioritizing multilingual professionals in swing states
- Helped manage database through Wordpress by verifying SEO and readability
- Coordinated all invoicing, administered training program, Google Suite maintenance, and content editing for public presentation of work

Aug 2018 — March 2022

Freelance, Remote - Consultant

Chicago, IL

- Led grant writing, strategic planning, brand strategy, analysis, web design, editing, online store launch, content and bylaw creation for orgs with high community impact.
- Clients include a \$100k+/yr urban agriculture consultancy, a social determinants of health advocacy group, a housing cooperative, and worker-owned farm, all managed concurrently
- Analyzed data in Samsara to help identify freight delivery inefficiencies for a midwest food hub and distribution center
- Secured multiple funding opportunities for first time grantees, coordinated all reporting requirements, and grew 3 different newsletter lists by at least 75% in size within first 4 months
- Strategized grant resource allocation for clients without formal budgeting procedures in place and systematized grant management procedures through calendars, templates, and planning meetings

Aug 2014 — Present

Freelance, Remote - Band Management

Chicago, IL

- Established automated sales funnels and sideways sales letters which now generate ten new leads weekly as part of a larger paid-acquisition campaign
- Created promotional materials for split testing and data review systems to inform resource allocation
- Coordinated logistics of tour booking for up to 6 people, launched record label online store and created all merchandise and content
- Created regular press releases to secure reputable coverage, co-management of multi-platform social media accounts, analysis of digital engagement metrics

EDUCATION

Oct 2009 — May 2013 **University of Missouri - Bachelor of Journalism, Strategic Communications** Columbia, MO

- Minor in Business
- Worked throughout undergrad at NPR and NBC affiliate stations

COMMUNITY

Jan 2022 — Present **UIC Community Engagement Accountability Board, Member** Chicago, IL

- Outreach consultant for research proposals within the Center for Clinical and Translational Science

Jan 2016 — Feb 2022 **City Bureau, Documenter's Program** Chicago, IL

- Live-tweeter and notetaker for city meetings around budget, housing, finance, and transportation

Apr 2020 — Jan 2022 **Union of Musicians and Allied Workers, Member** Chicago, IL

- Co-lead for creation of bylaws, incorporation procedure, internal structure, and one-on-one outreach
- Created interview guides, surveys, and helped with project prioritization and strategy

Jan 2013 — Feb 2020 **Hostel Earphoria, Interdisciplinary Arts Space** Chicago, IL

- Program director and operations manager

LANGUAGES

English - fluent
Spanish - conversational, working towards fluency. Used in the past for door-to-door canvassing, with neighbors while working in food distribution and produce sales, and in a team for translations of weekly newsletters

CAPACITIES

Copy editing, online fundraising, graphic design, targeted advertising on FB/insta/Tik Tok, Mailchimp, Action Network, Google/Microsoft/Adobe Suites, Canva, Airtable, Wordpress, OBS, video/audio editing, SEO, music composition, Samsara, UX/UI