

ARMOND BANKS

📍 Brooklyn NY

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📞 216.201.1047

EDUCATION

MASTER of Divinity
Western Seminary
Portland OR | 2023

**CERTIFICATE in
GRANT WRITING**
University of Georgia
Athens GA | 2017

**BACHELOR of ARTS in
COMMUNICATION ARTS**
Marymount Manhattan
College
New York NY | 2013

COMMUNITY ENGAGEMENT

**DIRECTOR of
COMMUNICATIONS**
The Freedom Church
Since 2020

BOARD CHAIRMAN
Urban Pursuit
Since 2020

GENERAL SECRETARY
LifeStart CDC
Since 2019

DIRECTOR of OUTREACH
The Better Day Brand
Since 2014

TECHNICAL SKILLS

DONOR PERFECT

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

MICROSOFT OFFICE

**SOCIAL MEDIA
MANAGEMENT**

PUBLIC RELATIONS

EXPERIENCE

COMMUNICATIONS DIRECTOR + GRANT WRITER

Armond Banks | New York NY | 09/2016 – Present

- Responsible for developing brand voice and managing brand integrity across multiple channels. Managed media relations and developed contacts with media members, influencers, and community leaders.
- Set and managed project expectations with external and internal stakeholders while coordinating and tracking various projects through their lifecycles.
- Developed, implemented, and evaluated communications plans working in partnership with development team to reach annual fundraising goals.
- Managed teams of 2-5 marketing/communications professionals and small fundraising teams providing oversight and direction for individual project plans as well as annual communications/development goals.
- Conceptualized projects and wrote grants ranging from single awards of \$10,000 to multi-year disbursements totaling \$1.2 million. Focuses: youth welfare, healthcare, mental health, human rights and civil rights advocacy.
- Defined overall scope of the project and partnered with all departments to ensure work is done according to demands. Conducted project status meetings, daily stand-ups and retrospective meetings ensuring project tasks are executed and reviewed within the predefined scope.
- Conducted statistical, financial and narrative research to support a stronger proposal submission. Also, prepared Directors of Development and other fundraising staff for conversations with donors and offered strategies on donor cultivation from the initial contact through maintaining annual gifts.

FOUNDER + GENERAL MANAGER

The Peachy Kleen Team | Atlanta GA | 09/2016 – 12/2018

- Managed all operational aspects of a start-up residential/commercial cleaning company; including, but not limited to all external marketing efforts, recruiting new team members, and handling customer service issues.
- Created and implemented an ongoing marketing and business plan to increase company's footprint in the community.
- Traveled throughout the Greater Atlanta area supervising 3 teams of cleaners, ensuring our client's satisfaction. Doubled sales growth in one year via an aggressive marketing campaign that specifically targeted real estate agents and property management companies.

ADMISSIONS DIRECTOR

Brookdale Richmond Heights | Richmond Heights OH | 2/2014 – 09/2016

- Recruited, hired, and managed a 7-member concierge team to be our residents' and families' first point of contact. Also responsible for oversight of 3 field liaisons that serviced hospitals, LTACs, and community programs.
- Took control of a census challenged facility, reorganized sales teams, established new processes/procedures around sales growth, and exceeded projected monthly budgets within the first 60 days.
- Increased overall occupancy 32% within the first 90 days by initiating an aggressive marketing campaign that included sizeable incentive programs for new residents, 24/7 365 admissions, and assuming the role of hospital liaison.