

VICTORIA ADAMS

COMMUNICATIONS SPECIALIST

EXPERIENCE

Student Ministry Staff Member

2023 – 2025

Cru (Agapé) | London, England

- Managed a social media team and developed nationwide social media guidelines and training resources to unify student ministry communications across the UK.
- Spearheaded two successful fundraising campaigns that raised nearly \$150,000, creating innovative outreach strategies and leveraging donor data to build lasting relationships.
- Oversaw content planning and creation across platforms, contributing to national website design and messaging.
- Organized weekly student gatherings, monthly socials, international mission trips, and conferences across London universities.
- Authored and designed newsletters to communicate ministry impact and boost donor engagement.
- Mentored university students through lesson planning, leadership development, and personalized coaching.

Grants Associate

2022 – 2023

LifeCare Alliance | Columbus, Ohio

- Managed a diverse grants portfolio supporting programs such as Meals-on-Wheels, Senior PetCare, Senior Dining Centers, and Project OpenHand-Columbus.
- Wrote and submitted compelling grant proposals and reports for local and national funders.
- Conducted research to identify and evaluate funding opportunities from foundations, corporations, and government sources.

Social Media Intern

2022 – 2023

Boys & Girls Clubs of Central Ohio | Columbus, Ohio

- Developed and managed content collection processes across 10 club sites.
- Coordinated and produced multi-platform social media content aligned with brand strategy.
- Created and implemented content calendars to maximize engagement and impact.
- Authored training materials for onboarding new team members and maintaining platform consistency.

REACHOUT© Student Program Assistant

2021 – 2022

Ohio State University Suicide Prevention Program | Columbus, Ohio

- Aided in the design and implementation of suicide prevention initiatives.
- Supported logistics and data tracking for 14 training sessions, reaching over 230 students, staff, and faculty.
- Assisted in planning and promoting campus-wide outreach events and created digital marketing content.

Board Chair, Regional Board Member, Board Member, Intern

2016 – 2021

United Way | Galion, Ohio

- Helped plan and execute 20+ community events and five annual fundraising campaigns.
- Reviewed grant applications and allocated funding based on community impact metrics.
- Collaborated with partners to develop aid programs and meet regional goals.
- Developed marketing and advertising strategies to increase community awareness and donor participation.
- Led board meetings for two years and represented Crawford County on the regional governing board.

ABOUT ME

Communications professional with diverse experience in digital marketing, social media management, community outreach, fundraising, and grant writing. Proven ability to lead content strategy, engage stakeholders, and manage collaborative teams. Passionate about impactful storytelling, community development, and process improvement.

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EDUCATION

THE OHIO STATE UNIVERSITY

2017–2022

B.A. | Strategic Communication

Minor | English

Cum Laude

CERTIFICATIONS & TRAINING

Hootsuite Certification – Hootsuite

Metricool Training – Metricool

Cross-cultural Communication Training – Cru

Ministry Partner Development Training - Cru

SKILLS

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|-------------------------|-------------------|
| • Team Management | • Social Media |
| • Process Improvement | • Marketing |
| • Professional Writing | • Public Speaking |
| • Fund Development | • Event Planning |
| • Public Relations | • Grant Writing |
| • Digital Communication | • Problem Solving |