

CHINELO O. NWSU

SOCIAL IMPACT LEADER

RELEVANT EXPERIENCE

Tumblr —New York, NY | September 2020– Present

Head of Social Impact & Policy | *Social Impact Lead*

- Own the development of annual Social Impact strategies, execution of 360 campaigns, and partnership management with a focus on racial justice, mental health, and LGBTQIA+ equity and causes
- Design and lead strategic planning for Tumblr's first-ever ad donation program and manage the ongoing identification of local and international nonprofit partners, enabling Tumblr to dedicate 10% of its annual advertising budget to global market-specific causes
- Drive marketing initiatives to increase program visibility and performance through the utilization of users' feedback and platform data to sharpen internal strategy and build unique and innovative opportunities to uplift marginalized voices and address societal issues
- Optimize the identification, stewardship, diversification, and management of social good brands, nonprofit partners, artists, and talent/creators for participation in on-platform campaigns, garnering a daily average of 18MM impressions, and an 810% YOY increase in overall impressions
- Serve as Social Impact expert to create philanthropy and volunteer opportunities for Tumblr and the larger Automattic community

(RED) — New York, NY | July 2018–August 2020

Partnerships and Business Development Manager | *Business Development Manager*

- Identified, secured, and cultivated new and existing partnerships through the development of creative social impact campaigns; raising \$1M-\$3M annually with global consumer brands
- Managed all aspects of partnership portfolio, including contract negotiation, onboarding, campaign activation(s), account maintenance, renewals, etc. to support partners' financial commitments to The Global Fund
- Co-created Business Development Team's strategy outlining a roadmap for the organization's annual goals and assisted in the expansion into priority markets and industries; resulting in (RED)'s introduction into dairy products, travel retail, and French and African markets, securing over \$1M in funding and pledges
- Leveraged relationships to integrate existing partners into key (RED) campaigns throughout the year to amplify the visibility of partnerships
- Collaborated with cross-functional teams (PR, Digital/Social, Marketing, Design, Legal, etc.) to ensure seamless execution of identified goals

Teach For America (TFA)—New York, NY | August 2013–June 2015

Individual Giving Associate | *Development Coordinator* | *Research Assistant*

- Planned TFA's largest annual fundraiser - raising over \$7 million and attracting over 850 guests
- Led Sponsor-A-Teacher fundraising campaign by forging relationships with over 70 prospective and current individual donors and identified, recruited, and trained 70+ corps members to participate in the campaign and help raise nearly \$500,000 in annual funds
- Instituted monthly engagement events with a portfolio of over 50 corporate and individual donors, increasing donor engagement by 40% monthly
- Provided vision for and led the "Corps Members of New York" multi-platform campaign, producing the region's highest engagement results across all platforms

Peace Corps —Rilima, Rwanda | September 2011– March 2013

Community Education Specialist

- Taught English to 25 Rwandan Supreme Court Justices, 50 staff members and administrative advisors, and over 500 secondary school students, resulting in an 80% increase in daily integration and comprehension of the English language
- Served as a Co-Chair of Special Project for Peace Corps Rwanda's Gender and Development (GAD) Committee, managing educational programs to educate Peace Corps Volunteers within the East African region on relevant gender-based issues
- Orchestrated two youth camps for over 100 students from across Rwanda, working with local stakeholders, Peace Corps Volunteers, and community members to educate students on sexual health and safe relationships
- Organized an English Club and Girls Leadership Club for 80 students, increasing the overall utilization of English in day-to-day use

Impact Network—Brooklyn, NY | *Program Officer* | June 2017- July 2018

WEEMA—Remote/Ethiopia | *Program Design Consultant* | January 2017–December 2017

The New School — New York, NY | *Special Projects Manager* | May 2016– December 2017

British Council—New York, NY | *Global Partnerships Assistant* | November 2016–May 2017

Explore Schools Inc.—New York, NY | *Culture Operations Associate* | September 2015–April 2016

LEADERSHIP

Delta Sigma Theta— Member

April 2007 – Present

Wedu Global— Virtual Mentor

October 2016 – Present

The New School — Student Ambassador—New York, NY

May 2016 – May 2018

Operation Smile—Kigali, Rwanda

March 2012 – April 2012

HOUSTON, TX

igobychi.com

cnwsu228@gmail.com

M: (313) 400-8014

H: (313) 466-4217

STATEMENT

Social Impact leader with over ten years of experience developing social impact campaigns and projects for corporate partners and advocacy organizations that drive real change. An innovator at heart with a knack for problem-solving and relationship-building. With experience in building multi-partner campaigns focused on mental health, crisis response, and amplifying marginalized voices with brands and organizations such as Headspace, When We All Vote, and Day One. Interested in continuing my work in brand management, social impact, or DEI.

EDUCATION

University of Pennsylvania— Philadelphia, PA

Executive Program in Social Impact Strategy | 2022

The New School—New York, NY

Master of Art, International Affairs

(Conc. International Development) | 2017

Wayne State University—Detroit, MI

Bachelor of Science Anthropology

Bachelor of Art Africana Studies

SKILLS

Microsoft Office Suite, Google Suite, Salesforce, Pardot, MailChimp, Constant Contact, Hootsuite, Keynote, Canva, Eventbrite, SurveyMonkey, Cvent, Outlook, SPSS, Canva, ODK, Simprints, CommCare, Instagram, Facebook, Twitter, YouTube, TikTok, Snapchat, Tumblr, Grantmaking, Relationship Management,

Languages

Kinyarwanda (Intermediate)