

# SABRINA R. KELLEY

COMMUNITY RELATIONS EXPERT



## AREAS OF EXPERTISE

*Grants management*  
*Project management & implementation*  
*Designing success measures*  
*Workshop facilitation*  
*Public speaking*  
*Consensus building*  
*Media management*  
*Community engagement*  
*Resident empowerment*  
*Events management*  
*Public relations*

## CAREER STATEMENT

*"I believe in the transformative work of community partnerships. My passion for healthy, whole communities is best expressed through listening to and finding common ground amongst people of diverse backgrounds and interests"*

- SABRINA R. KELLEY

## PERSONAL SUMMARY

Experienced community relations expert with a demonstrated track record in participatory planning and consensus building, data collection analysis and reporting, writing and submission of grants, building high profile strategic partnerships and managing of cross-sector collaborations. A working knowledge of community resources and an ability to manage multiple priorities with time-sensitive deadlines.

## CAREER HISTORY

### *Wells Fargo Foundation*

COMMUNITY RELATIONS CONSULTANT 2017 — Present

Foundation officer managing \$2.5M in Community Reinvestment Act funds. Guides philanthropic work, manages regional contributions council, and facilitates team member engagement in the 13-counties of the Greater Central Valley region.

### *Fresno Housing Authority*

RESIDENT SERVICES MANAGER 2015 — 2017

Responsible for unit and staff management and development, new partner recruitment, building/maintaining positive relationships with stakeholders and service providers, budget development and monitoring, data collection/analysis, fundraising, grants management, and development of community engagement strategies to support self-sufficiency programming for 50,000 Fresno Housing Authority residents living in Fresno County.

### *Habitat for Humanity, Fresno County*

COMMUNITY DEVELOPMENT MANAGER 2010 — 2015

Used community level indicators and data from community assessments and stakeholder discussions to design and launch a regional neighborhood revitalization strategy; recruited and managed cross-sector partnerships; facilitated strategic planning process between agency, City of Fresno, residents and stakeholders; conducted community education and presentations about agency products and services; secured a \$100k seed money donation and leveraged it for \$5.5M in federal Caltrans and foundation funds for expansion of green space, play areas and infrastructure improvements in West Fresno; participated in the General Plan Update for City of Fresno.

## PERSONAL SKILLS

*Professional*  
*Active listener*  
*Diplomacy*  
*Team player*  
*Advocate*  
*Resourceful*  
*Self-motivated*  
*Creative*

## CAREER HISTORY / *continued*

### *Freelance—Fresno / Sacramento Area*

PUBLIC RELATIONS CONSULTANT 2003 — 2009  
Media and public relations consultant for community and faith-based organizations; responded to requests from media, wrote press releases, PSAs, and grant proposals; facilitated community/stakeholder roundtables, wrote and implemented brand management protocol(s).

### *Health Education Council*

PROGRAM COORDINATOR 2001 — 2003  
Built and managed a national cross-sector coalition for tobacco control and prevention for low socio-economic (LSES) populations; recruited stakeholders from service providers representing nine federal regions; developed annual scope of work, wrote/managed grants, monitored budgets and implemented action plans; facilitated roundtable discussions and strategic planning meetings; executed memorandum of agreements (MOUs) with strategic partners; managed staff, coordinated meetings, workshops and webinars.

### *Fresno Madera Continuum of Care*

ASSISTANT PROGRAM COORDINATOR 2000 — 2001  
Responsible for grants management/reporting; data collection / analysis; stakeholder recruitment and communication; assisted with submission of regional applications and screening process for annual HUD NOFA for homeless service providers. Position funded by a one-year planning grant from the California Endowment.

NEWS ASSIGNMENT EDITOR 1989 — 2000

*Fisher Broadcasting, CBS-KGPE-TV 47*

*Granite Broadcasting, NBC-KSEE-TV 24*

*Kelly News & Entertainment, NBC-KCRA-TV 3*

News content editor and assignment desk manager for network news affiliates in Northern, CA; organized research and lead story development and investigative reporting assignments, managed reporters and photographers.

## COMPUTER SKILLS

*Microsoft Word*

*Microsoft PowerPoint*

*Microsoft Excel*

*Google Docs/Drive*

## KEY COMPETENCIES AND SKILLS

- ◆ *Experience building cross-sector partnerships among private industry leaders, community leaders and activists, residents, school officials, elected officials and agri-business leaders.*
- ◆ *Background in creating empowerment opportunities in disenfranchised, economically depressed neighborhoods.*
- ◆ *Ability to initiate courageous/difficult conversations, actively listen, build consensus, and create action plans.*
- ◆ *Background in using community-level indicators and data to design and implement place-based solutions.*

## ACADEMIC QUALIFICATIONS

*California State University, Fresno*

### PUBLIC HEALTH

Masters Degree

### ENGLISH ARTS & LETTERS

Bachelor Degree

### JOURNALISM/MASS COMMUNICATIONS

Bachelor Degree

## PROFESSIONAL TRAININGS & CERTIFICATES

Fund Development

Grants Management

Design Cycle Planning

Community Development

Resident Engagement

Data Collection & Analysis

Crisis Communications Planning

Human Centered Design

## SOCIAL MEDIA



in

## PROFESSIONAL AFFILIATIONS

*Robert Wood Johnson Foundation  
Interdisciplinary Research Leader  
Fellow*

*Irvine Foundation  
New Leadership Network  
Fellow*

*United Way - Fresno Madera  
Board Member  
Chair, Women United Campaign*

*West Fresno Community Development Corp.  
Board Member*

*Fresno Metro Ministry  
Board Member*

