

# Rebecca Gonser

## CONTACT

- 808-291-2622
- gonserfamily@gmail.com
- Severna Park, MD
- www.rebeccagonser.com

## EDUCATION

- Monmouth UNIV.
- B.A. Communications
- Public Relations/Journalism

## CERTIFICATES

- DIGITAL COMMUNICAITON  
PRSA  
2021
- MEDIA RELATIONS  
PRSA  
2021
- COMMAND SPOUSE  
LEADERSHIP  
US NAVAL WAR COLLEGE  
2017
- OMBUDSMAN  
FLEET & FAMILY SUPPORT  
2017
- FAMILY READINESS  
MANAGEMENT  
FLEET & FAMILY SUPPORT  
2017

## ABOUT ME

Energetic and creative Marketing and Development professional with excellent writing, editing, proofreading, and journalism skills. I have experience in branding and design as well as management expertise. I enjoy all aspects of project planning and management including but not limited to grant research and maintenance, relationship development, public relations, and design. Familiarity with typography, layout, color, form, and composition and knowledge of design trends. Ability to manage multiple communications and marketing initiatives and projects. Proficient in Network For Good, CauseVox, DonorSnap, Adobe Suite, and Microsoft Business Suite.

- Writing/Copy Editing
- Relationship Management
- Media/Public Relations
- Copy Editing
- Grant Management
- Crisis Management
- Brand Management
- Program Development
- Create/Disperse Collateral Material
- Website Management

## EXPERIENCE

### CHEESAPEAKE REGION ACCESSIBLE BOATING (CRAB)

January 2022-Present

Director of Marketing & Development

Reports to the President & CEO and is responsible for managing all media and public relations outreach and company messaging, including CRAB website, newsletter, social media, news media, public and governmental resources, and other community support organizations. Responsible for creating a robust grant pipeline and identifying new funding opportunities. Write and oversee all grant applications. Plan and manage CRAB's largest fundraisers, The CRAB Cup, and the Skipper's Challenge online funding event. Reviews all CRAB written and electronic materials for consistency of image and information.

### AIKAHI ELEMENTARY SCHOOL

August 2015 – May 2019

Parent/Community Network Coordinator & Enrichment Coordinator

Responsible for facilitating and maintaining relationships with core constituents, local media, officials, businesses, teachers, administrators, parents, and students. Worked with outside vendors to create and sustain a comprehensive after-school enrichment program encompassing 12-17 local businesses and \$100,000 plus of annual activity. I maintained partnerships with the local military and organized a military mentorship program for at-risk students. Organized events, maintained distribution lists for marketing materials, and managed a weekly newsletter, fliers, and social media.

### EASTERN CONNECTICUT WORKFORCE INVESTMENT BOARD

Marketing Manager

Created a branding plan and managed a logo design initiative for the program launch. Organized community outreach for job seekers and potential employers for market initiatives and workforce development. Driven web content and relationship building.

### CONNECTICUT HISTORICAL SOCIETY

Assistant Marketing Manager

Created and managed a calendar of events to cultivate interest in museum exhibits. Responsible for advertising materials, direct mail campaigns, writing press releases, and website copy. Maintained relationships with local media outlets and worked with local school districts and youth organizations to support education and outreach.

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## AFFILIATIONS

- PRSA
- CSLC RESOURCE GROUP
- US NAVY FAMILY READINESS LEADERSHIP GROUP
- IMPACT100 - Chesapeake
- USEF

## REFERENCES

- Dr. Anna Leongard  
(808) 253-8772
- Mr. Keoki Fraser  
(808) 633-2258
- Mrs. Tina Smith, Esq  
(808) 799-5108
- Capt. Ron Hatt, USN  
(619) 578-8039

## VOLUNTEER EXPERIENCE

### GRASSROOTS INTERNATIONAL

December 2021 - 2022

Volunteer Writer

Write and edit compelling blog posts for publication on the Grassroots International website blog page featuring partners and grants directly supporting the Grassroots mission and goals. My contribution to this project adds \$4,212 in value during a period of high-volume work and provides Grassroots International with an expanded level of capacity and online visibility in a critical period of fundraising.

### USS CHEYENNE - COMMAND TEAM ASHORE

September 2015-January 2021

Official Command Representative

Led the support network assisting 140 Navy Families across two extended fast-attack submarine deployments. Worked directly with higher headquarters Navy commands, volunteer spouses, and local community leaders to facilitate access to resources in response to financial, housing, and/or health challenges. A key player in crisis management and public messaging to ensure qualified constituents received timely information while maintaining operational security and personnel privacy.

### USS TENNESSEE - COMMAND TEAM ASHORE

November 2012 – September 2014

Command Representative

Assist the Official Command Representative in support of 150 Navy Families. Mentored the Command's Ombudsman through training events and edited the monthly newsletter. Worked directly with team members in crisis management.

### SUBMARINE OFFICER SPOUSE ASSOCIATION

Grants Appropriations Committee Member

Worked with other committee members to determine how to distribute funds among local non-profit organizations.

Events Committee Member

Worked with other volunteers to support a major annual fundraising event, the Dolphin Auction, and Gala.

### FAMILY READINESS GROUP

USS Cheyenne Senior Member

Worked with volunteers to create and organize morale-building events and celebrations and identified opportunities for community enrichment. Worked with local media and organized two major homecoming events.

USS Tennessee (Gold) Advisor

Worked with families to organize community support for families in need. Created messaging materials for qualified constituents while maintaining the operational security that surrounds ballistic missile submarine operations.

USS Michigan (Gold) Fundraising Chairperson

Organized fundraising events and materials to fund family-friendly events and support sailor morale during strategic operations.