

Cari Lynn Price

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NONPROFIT EXECUTIVE LEADERSHIP

Visionary Leadership • Program Management • Strategic Partnership

Performance-driven non-profit executive offering over 20 years of experience across multiple departments. Developed performance-based, low-cost solutions through strategic planning, operations transition, and aggressive negotiations with new and existing suppliers. Recognized for the ability to incorporate innovative management techniques that result in enhanced business practices, more efficient processes, and increased productivity.

FUNCTIONAL AREA COMPETENCIES

Consultation

- Membership and Marketing
- Education and CME
- Fundraising and Development
- Collaboration Management
- Contract Negotiation
- Organizational Development
- Strategic Planning

Communication

- Marketing Campaigns
- Website Development
- Content Management
- Email Campaigns
- SEO Optimization
- Social Media
- Graphic Design

Coordination

- Board Management
- Executive Support
- Policies and Procedures
- Course Development
- Webinars
- Research
- IT Support

PROFESSIONAL EXPERIENCE

CHIEF OPERATING OFFICER

ASCCP, Frederick, MD, 2017 – Present

Key Achievements:

- Acted as the Chief Staff Officer, managing all processes and human resources matters for the Education, Marketing, Meetings, Program, Assessment, and Administrative Departments.
- Executed a significant office transition, managing processes, budgets, and contracts, to move the staffed/office model to an outsourced/virtual model of operation. The transition has saved significant expense while increasing departmental expertise.
- Lead the administrative support function for large grant-funded programs, ensuring the programs ran within budget and according to policy.
- Developed and launch the organization's first-ever individual giving plan.
- Managed the redesign and launch of the organization's website and listserv.

MANAGEMENT SUPPORT

International Association of Forensic Nurses, Virtual Office, 2015 – 2017

Key Achievements:

- Created online learning management system complete with registration, webinar, evaluation, and certificate of completion.
- Developed marketing campaigns and templates for all departments.
- Supported the annual meeting working to increase registration and participation, manage all facets of the program, and maintain costs within budget.
- Played a key role in the 2016 Strategic Planning Session with goals focused on member retention, brand awareness, and communications opportunities.

DIRECTOR OF ADMINISTRATION AND MEMBER ENGAGEMENT

ASCCP, Frederick, MD, 2013 - 2015

Key Achievements:

- Developed new programs and products in order to enhance member benefits as well as gain staff efficiencies and data mine for sales opportunities. These programs included, but were not limited to: Bulk App Purchases, Webinars, Speaker's Bureau, Reciprocal Network Marketing, and Practice Questions.
- Redefined internal analytics and metrics. Built data capturing opportunities, discovered key trends, analyzed outcomes, and recommended strategic actions based on the data results.
- Overhauled marketing efforts resulting in reduced marketing expenses, yet improved results.

PROGRAM MANAGER, Condensed Curriculum International, Virtual Office, 2010 - 2014

MARKETING COMMUNICATIONS MANAGER, RMH Teleservices, Inc., Newtown Square, PA, 2001 - 2003

MARKETING MANAGER, EMG and London Personnel, Fort Washington, PA, 2000 - 2001

MARKETING COORDINATOR, HAZOX Corporation, Newtown Square, PA, 1998 - 2000

MARKETING COORDINATOR, Atlantic Credit Union, Newtown Square, PA, 1996 - 1998

EDUCATION

MASTER OF SCIENCE, NONPROFIT ADMINISTRATION, Louisiana State University Shreveport (enrolled)

BACHELOR OF SCIENCE, MARKETING, Cabrini College (1996)

BACHELOR OF SCIENCE, HUMAN RESOURCE MANAGEMENT, Cabrini College (1996)

PROFESSIONAL ASSOCIATIONS

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES (ASAE)

VIRTUAL ASSOCIATION NETWORK (VAN)