

Gina Marie.

GINA MARIE GRIEB

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EXECUTIVE SUMMARY

With 25+ years of leading teams across nonprofit and community sectors, I align operations with organizational goals to deliver measurable results. Complex challenges are translated into actionable strategies, optimizing cross-functional performance, resource allocation, and community impact. Experienced in marketing strategy, brand development, fundraising, and stakeholder engagement, delivering high-performing teams, cross-departmental projects, and transparent reporting that support strategic decision-making.

EDUCATION

- Master of Business Administration (MBA), University of Phoenix (UOP) - Graduated with Distinction, 3.95 GPA
- BS of Communication, Marketing Emphasis, UOP

CERTIFICATIONS & TRAINING

- Six Sigma Black Belt
- NSLS - National Society of Leadership & Success
- IBM Cybersecurity Analyst
- Salesforce & HubSpot CRM
- Google Digital Marketing & E-Commerce
- QuickBooks / Intuit Bookkeeping
- FEMA Community Emergency Response Team (CERT)

TECHNICAL PROFICIENCY

- Software & Platforms:** Microsoft Office (Excel, PowerPoint, Word), Google Workspace, QuickBooks, Salesforce, HubSpot, AI tools, project management software, analytics dashboards, social media platforms
- Skills:** Data tracking, performance reporting, digital marketing, cross-functional collaboration, stakeholder engagement, transparent communication
- Impact:** Improved efficiency, accuracy, and transparency through actionable reporting for leadership, staff, and public audiences—directly applicable to municipal management and cross-departmental initiatives

COMMUNITY LEADERSHIP & ENGAGEMENT

- Treasurer, Board Officer - SLO County CERT (2020-Present)
- Advisory Vol - SafetyFest Planning Committee (2020-Present)
- Co-Founder & Volunteer - PASOSafe Initiative (2020-2026)
- Volunteer - PR Downtown Main Street Assoc. (2019-2023)
- Other Initiatives in nonprofit organizations (1996-2019)

CORE COMPETENCIES

Strategic & Operational Analysis | Municipal & Public Sector Oversight | Project & Event Management | Budgeting & KPI Reporting | Stakeholder Engagement & Communications | Process & Performance Optimization | Crisis Management | Fundraising & Resource Development

EXPERIENCE



Business & Marketing Consultant

Self-employed (04/05-05/18 & 06/24-Present)

- Deliver integrated marketing, branding, and operational improvement strategies across nonprofit and other various sectors.
- Advise clients on performance measurement, stakeholder engagement, and process optimization.
- Guide program evaluation, KPI tracking, and transparent reporting to support strategic and operational decisions.

Co-Founder & Chief Operating Officer (COO)

Safe America Movement (SAM), LLC (01/20-01/26)

- Directed public safety and community engagement programs, including PASOSafe, SafetyFest, and SLO County World Day of Remembrance.
- Managed operations, volunteers, events, and funding; conducted data-driven analyses to guide decisions and improve program outcomes.
- Collaborated with city departments and stakeholders to ensure initiatives aligned with municipal priorities and community impact goals.

Development & Marketing Director

Restorative Partners (04/23-05/24)

- Led fundraising, marketing, volunteer programs, and interim HR/Finance oversight during leadership transition.
- Developed campaigns and budgets exceeding fundraising goals by 25%.
- Implemented KPI-driven reporting to optimize team performance and operational workflows, supporting strategic decision-making and ensuring program compliance and transparency.

Senior Account Manager

Position A (02/20 to 02/22)

- Built client relationships, trained teams, and directed B2B social media marketing campaigns.
- Increased LinkedIn visibility by 35% on average across 15+ client accounts.

Marketing, Fundraising & Events Director

Paso Robles Downtown Main Street Assoc. (10/19-07/20)

- Directed marketing, fundraising, and events; pivoted programs to virtual and socially distanced formats during COVID-19.
- Collaborated with city leaders, boards, and community stakeholders to align programs with community priorities, optimize engagement, and maintain transparent communications.

Executive Director

The Wellness Kitchen & Resource Center (05/18-09/19)

- Managed operations, personnel, budgets, marketing, and donor relations.
- Directed organizational rebranding and crisis recovery post-building fire, maintaining services and increasing program participation.
- Prepared financial and operational reports to guide board and leadership decisions, providing insight into resource allocation, staffing, and program expansion.

Media Consultant

The Tribune and SanLuisObispo.com (01/17-01/18)

Managed local accounts, implementing digital and print marketing solutions that strengthened community engagement and revenue.

Early Career Roles

Lincare, Wilshire Home Health & Hospice, Bulldog Drummond, The Gable Group, and Robertson Advertising (1996-2017)

- Held progressive roles in marketing, communications, and operations, achieving top sales office rankings and leading multi-sector community engagement campaigns.
- Early roles strengthened expertise in operations, stakeholder engagement, and community-focused programs/