

Rebecca Kiessling

Professional Experience:

Executive Director

National Alliance on Mental Illness (NAMI) Northern Virginia (April 2022 - present)

Responsible for planning, organizing, and directing operations and programs for regional mental health nonprofit. Serves as a non-voting member of the Board, and provides detailed updates and communications to Board and committees. Dedicated to recruiting and retaining top talent through career coaching and personal development. Proficient in operations-based financial modeling and fundraising and development. Skilled spokesperson and policy advocate for the organization at local, and statewide. Serves on executive committee of largest community service board in state. Recognized by Fairfax County with 2024 Live Healthy Fairfax award.

Managing Director

Benjamin Rush Institute (August 2021 - present)

Serve as spokesperson and develop and manage communications strategy. Initiate and guide relationships with strategic partners and Board. Oversee strategic plan development and manage budget and resources. Provide development support, draft proposals, and act as liaison with funders. Responsible for program development for education, chapter development, and membership retention, including process implementation and improvements. Extensive writing and speaking on healthcare and education policy. Manage staffing plans for employees, interns, and vendors and plan on-boarding activities.

Director of Programs

Benjamin Rush Institute (May 2018 - present)

Responsible for recruiting and developing chapters in medical schools throughout the US and internationally and managing membership and retention initiatives. Oversee development and implementation of programs and grassroots strategies to educate and mobilize students. Provide policy expertise in healthcare and higher education and serve as on-the-record spokesperson. Manage, recruit, and develop outreach teams, vendors, and interns.

Consultant Communications and Marketing Director

Southeast Sports Seminars and FAKTR (2016 - 2018)

Responsible for strategic planning, development, and implementation of marketing and sales programs, external and internal communications and messaging, and public relations activities. Lead development and implementation of support materials and services for all brands, sales, and company offerings. Coordinate at the strategic and tactical levels with the other functions of the company. Strategic planning for growth of sales funnel, brand development, and company vision.

Nonprofit Consultant

Independent Consultant (2013 - 2016)

Develop and lead effective crisis communications plans and development strategies for nonprofits at the regional and national levels. Specialize in helping non-profits with development and fundraising strategies, media outreach, marketing and communications, and event planning.

Hope Street Group, Fairfax, VA

Vice President, Communications and Organizing (2012 – 2013)

Develop and execute strategic internal and external communications and marketing plans, focused on education, jobs, and healthcare. Plan and organize conferences and forums throughout the country, featuring experts celebrity speakers, and guests. Cultivate and manage public relations campaigns and media relationships. Execute nationwide recruitment, mobilization, and retention plans for membership base. Manage development programs for fundraising activities. Communication liaison with Board for fundraising and talking points

Susan Davis International, Washington, DC

Senior Account Executive (2010-2012)

Develop and implement strategic communication plans for nonprofits, corporate, healthcare, military, and association clients. Recruit and manage teams for day-to-day execution of plans. Grew business development opportunities, driving in new business and actively engaging potential clients. Serve as the company's lead digital strategist, specializing in nonprofit marketing.

Smart Girl Politics, LLC, Nationwide

Vice President of Communications, Spokesperson (2008-2011)

Serve on founding leadership team and Board of Directors of national women's non-profit. Design and implement original communications strategy to complement advocacy efforts of the organization, including determining original goals, identifying audiences, and building networks. Conduct media training for founders and on-the-record regional leaders. Serve as national spokesperson.

Selected education:

George Washington University, Washington, DC: 1995-1999

Bachelor of Arts