

# Rebecca Kiessling

## Professional Experience:

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### Executive Director

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

Has overall strategic and operational responsibility for staff, programs, expansion, and execution of organizational mission. Possesses deep knowledge of field, core programs, operations, and strategic planning. Ensures ongoing programmatic excellence, rigorous evaluation, and consistent quality of finance and administration, fundraising, communications, and systems. Actively engages and energizes volunteers, board members, partnering organizations, and funders, as well as national organization Alliance. Develops, maintains, and supports a strong Board of Directors; serve as ex-officio of each committee; seeks and builds board involvement with strategic direction for ongoing operations. Ensures effective systems to track scaling progress. Expands revenue generating and fundraising activities to support existing program operations and expansion. Deepens and refines all aspects of communications—from web presence to external relations with the goal of creating a stronger brand. Uses external presence and relationships to garner new opportunities.

### Managing Director

#### Benjamin Rush Institute (2021- 2022)

Responsible for controlling and directing operations within the organization, developing and managing policy and communications, and providing policy expertise.

### Director of Programs

#### Benjamin Rush Institute (2018 - 2021)

Responsible for recruiting and developing chapters in medical schools throughout the US and internationally, educating students on free healthcare alternatives. Oversaw development and implementation of grassroots strategy to mobilize students. Policy expertise in healthcare and higher education.

### Consultant Communications and Marketing Director

#### Southeast Sports Seminars and FAKTR (2016 - 2018)

Responsible for planning, development and implementation of all the company's marketing and public relations strategies, communications, and messaging. Lead on major event logistics and vendor/sponsor management.

### Communications and Development Consultant

#### Independent Consultant (2013 - 2016)

Worked with global corporate, political, issue advocacy and non-profit clients to provide strategic planning and direction for enterprise-level business and marketing models. Plans included public relations and mail campaigns, communications, fundraising and event planning, and digital and social media engagement campaigns.

### Hope Street Group, Fairfax, VA

#### Vice President, Communications and Organizing (2012 – 2013)

Developed and executed strategic internal and external communications and marketing plans, focused on education, jobs and healthcare. Planned and organized conferences and forums throughout the country, featuring experts and celebrity speakers and guests. Cultivate and manage public relations campaigns and media relationships. Executed nationwide recruitment, mobilization, and retention plans for membership base. Managed development programs for fundraising activities.

### Susan Davis International, Washington, DC

#### Senior Account Executive (2010-2012)

Developed and implemented strategic communication plans for nonprofit, corporate, technology, financial services, healthcare, and military clients. Managed team for day-to-day PR execution. Served as media trainer; conducted training for CEOs, military officers (active and retired), and foundation heads on interview skills, message development and media relations. Served as firm's lead digital strategist.

### Smart Girl Politics, LLC, Nationwide

#### Vice President of Communications (2008-2011)

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

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