

Chrystal Sunshine

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SUMMARY

Strategic and visionary leader with a track record in community organizing, graphic design, business entrepreneurship, education, and branding consultation across diverse industries, complemented by a creative, big-picture approach to reshape communications and enhance brand visibility. Adept at fostering collaboration, managing high-stakes situations, and driving impactful strategies.

EXPERIENCE

Director of Communications|Petaluma Wellness Center, North Bay, CA **January 2023 - Present**

- Provided advisory services on branding, managed marketing efforts, and coordinated community outreach initiatives.
- Orchestrated Mailchimp email campaigns, crafted compelling graphics via Canva and Adobe Creative Suite, amplifying the center's online presence and growth strategies.
- Established and led comprehensive social media strategy development and brand enhancement initiatives, aligning content creation, engagement tactics, and analytics to drive audience growth and bolster brand visibility.
- Directed the expansion of service offerings, spearheading the acquisition of cutting-edge equipment and leading facility design initiatives to optimize operational efficiency and enhance service capabilities.
- Developed and executed comprehensive onboarding programs, facilitating seamless integration for new hires by providing training, resources, and fostering a supportive environment conducive to their successful assimilation into the organization.

Sole Proprietor/Founder|Chrystal Sunshine Jewelry-Bay Area **January 2010 - Present**

- Conceptualized, designed, and produced one-of-a-kind jewelry pieces, overseeing the entire creative process from ideation to fabrication, ensuring quality craftsmanship and distinct designs that resonated with a niche audience.
- Managed end-to-end operations, including web design, e-commerce functionality, and digital presence establishment, leveraging online platforms to expand market reach, drive sales, and establish a cohesive brand identity.
- Drove sales through multifaceted strategies, participating in juried shows, hosting events, and directly engaging with customers, fostering relationships, and building a loyal clientele base.
- Established partnerships with galleries and retailers, managing distribution channels to showcase and sell products, ensuring brand representation aligned with the business's unique value proposition and quality standards.

Digital Media Manager/Founding Visual Arts Faculty|SF Girls' School **June 2021 - June 2023**

- Developed and executed comprehensive social media strategies, designed marketing materials, and pioneered interdisciplinary curricula focused on student inclusivity and mission-driven learning goals and outcomes.
- Led the design and development of a versatile art and technology space, overseeing the conceptualization and creation of distinct areas such as drawing studios, painting studios, non-ferrous metals workshop, wood shop, and photography studio/ Strategically integrated and optimized existing laser cutting and 3D printing equipment within the allocated space to ensure seamless workflow and functionality.
- Initiated and developed a comprehensive metal arts program from inception to execution, encompassing drafting the budget proposal, securing funding for tools and equipment acquisition, orchestrating the layout and setup of dedicated studio space, curating an engaging curriculum, and personally delivering instructive

courses. Oversaw every stage, ensuring the seamless establishment and successful implementation of the metal arts program.

- Contributed to the strategic development of inclusive norms and systems, notably co-designing equitable grading systems and procedures relating to transgender inclusivity. Engaged in pivotal, emotionally charged meetings involving diverse staff, leveraging diplomatic skills to act as a bridge between stakeholders. Played a crucial role in fostering discussions on Diversity, Equity, and Inclusion (DEI) initiatives, ensuring collaborative and empathetic dialogue within high-stakes environments.

Senior Marketing Manager|Powell Business Solutions- Bellingham, WA January 2019 - June 2021

- Directly involved in cross-functional strategic projects, offering end-to-end ownership from ideation to implementation and tracking.
- Partnered with various leadership teams to execute strategic initiatives and ensure data-driven decision-making through KPI monitoring.
- Drafted and executed targeted marketing strategies, amplifying local businesses' visibility and market reach in Whatcom & Skagit Counties.
- Delivered customized consulting services, providing timely and cost-effective solutions tailored to business needs, fostering client success.

Co-Founder|SHIFT Book BoxPetaluma, CA January 2018 - December 2021

- Conceptualized, managed, and grew a subscription-based business promoting social justice through curated children's literature and discussion guides. Led marketing, sales, community partnerships, and co-developed educational study guides for educators and young audiences.
- Initiated and executed the creation of a thought-provoking podcast aligned with social justice principles for a pioneering book box initiative. Oversaw the podcast's conceptualization, production, and launch, strategically aligning content with the core values of the social justice-focused platform.
- Spearheaded all graphic design aspects, including logo creation, website design, marketing collateral, and advertising graphics, ensuring a cohesive brand representation across various platforms and materials.
- Initiated and developed the inception of various social media accounts, devising comprehensive strategies tailored to each platform. Responsible for the day-to-day management and execution of these strategies, including content creation, scheduling, engagement, and analytics tracking, resulting in increased brand visibility and audience engagement.

Community Organizer/Event Producer

Various Organizations and Locations, Bay Area

January 2012 - Present

- Championed the planning and execution of workshops empowering children and families on vital subjects like personal safety, inclusion, and talking to children and caregivers about race. Took charge of comprehensive advertising campaigns, crafting impactful flyers, graphics, ads, and outreach materials. Skillfully managed community outreach efforts to maximize participation and engagement, ensuring the workshops reached and positively impacted diverse audiences.
- Played a pivotal role as the lead organizer for the Petaluma Progressive Festival, overseeing fundraising initiatives, coordinating diverse speakers, managing project logistics, executing day-of operations, and ensuring seamless coordination among various stakeholders, contributing significantly to its success and community impact.
- Played a pivotal role as the main organizer for the 'Bring Your Own Queer' festival in SF, overseeing vendor coordination, strategic planning, communications management, and day-of operational logistics. Led comprehensive communication efforts, ensuring seamless coordination amongst stakeholders. Orchestrated diverse responsibilities, including operational logistics, to facilitate a successful and inclusive event experience.
- Directed the planning and execution of public and private events for Million Fishes Arts Organization,

ArtXX Magazine, and SubMission, fostering collaborations with diverse local organizations, artists, writers, and performers. Curated shows, exhibitions, and secured grant opportunities to support San Francisco-based artists. Collaborated extensively with organizational members to orchestrate successful events, ensuring seamless execution and artist-centric initiatives.

- **Fundraising and development:** Established and nurtured enduring partnerships with grant organizations and businesses, managing relationships post-awards to ensure continued support and fostering collaborative, long-term connections with donors, totaling over \$100,000 in grants and securing vital in-kind and financial backing for successful event executions.

EDUCATION

BFA- Academy of Art University, San Francisco 2006

KEY SKILLS and STRENGTHS

- **Leadership & Collaborative Expertise:** Cultivated strategic partnerships and spearheaded inclusive, mission-driven initiatives, fostering unity and achieving common goals within teams and stakeholders in high stakes environments..
- **Project Management Proficiency:** Proven expertise in orchestrating and managing multifaceted projects and high-profile events with an unwavering commitment to excellence. Recognized for ensuring flawless execution and delivering top-tier, high-quality outcomes across diverse initiatives. Aligned initiatives with strategic objectives, consistently exceeding expectations by seamlessly coordinating teams and resources, resulting in impactful and successful project completions.
- **Graphic Design & Marketing Collateral Mastery:** Exhibited adeptness in graphic design, crafting compelling marketing collateral, and developing impactful web designs. Established and enhanced digital footprints for numerous businesses from inception, including website creation, logo design, printed materials, email marketing campaigns, and diverse social media content. Proficient in Adobe Creative Suite programs, as well as Canva.
- **Strategic Communication, Planning, & Brand Consulting Acumen:** Championed innovative communication strategies and brand initiatives spanning diverse industries, skillfully aligning messaging with organizational goals. Demonstrates exceptional prowess in strategic planning, with a distinct focus on brand consulting, social media strategy, and entrepreneurial endeavors. Delivered invaluable strategic guidance to a spectrum of enterprises, substantially propelling their growth and remarkable accomplishments.
- **Fundraising & Development Proficiency:** Championed strategic fundraising initiatives, fostering enduring relationships with grant organizations and businesses, leveraging these connections post-awards to sustain ongoing support.