

Victoria Tirrel

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ConsultVictoria.com

I am a storyteller with strong writing and editing skills, supported by creative and technical capabilities in print, web, and video. I am an experienced team, project, and brand manager.

Professional Accomplishments

- Conceived, launched, wrote, and edited *b*, the magazine of the Bush Foundation (2014-15); edited and wrote *Giving Strength*, an award-winning magazine (2003-2009); produced more than 20 other major program publications.
- Provided strategic and tactical program communications consulting and management for a \$900 million private foundation; managed internal teams and processes; hired and managed a variety of consultants, creatives, and vendors.
- Handled internal/external relations with grantees/constituents, staff, media, and public.
- Managed the creation of BushFoundation.org, bMag.BushFoundation.org, and BushFellows.org (2006-2010); created, managed, and wrote for the Foundation's blog (2010-2012).
- Created and managed project budgets and editorial calendars; delivered collateral on time and within budget.
- Participated in three presidential transitions; led communications team through two communication director transitions.
- Contributed to the Foundation's rebranding, refresh of brand, and extension of brand into new office space; acted as brand manager.
- Oversaw the launch of new program priorities via webcast, press conference, print, and web; wrote and produced videos; guided the Foundation's early use of social media.

Employment History

1998 to present

Consult Victoria (Saint Paul)

2003 to 2015

Bush Foundation (Saint Paul)

1996 to 2003

Success Computer Consulting (Minneapolis)

1995 to 1996

Higher Solutions Consulting (Saint Paul)

1987 to 1995

Northwest Area Foundation (Saint Paul)

Education

Dakota Wesleyan University

Mitchell, South Dakota

Bachelor of Arts, *summa cum laude*

Majors: English, communications/theater