

Ireland Fleck

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SUMMARY

Creative storyteller and wordsmith with five years of professional writing experience, passionate about crafting and implementing purpose-driven narratives that drive philanthropic efforts while making a difference. With a background at an award-winning advertising agency and a well-respected nonprofit food bank, I gained a strong understanding of how words can inspire meaningful impact while meeting an organization's fundraising goals through marketing techniques and grant writing.

SKILLS

- AP Style Mastery
- Strong understanding of social media marketing and SEO driven digital marketing
- Proficient in graphic design and video editing platforms, including Adobe Creative Cloud and Canva
- Creative and Technical Nonprofit Storytelling
- Conducting empathetic interviews
- Detail-oriented editing and research
- Collaborative teamwork and mentorship
- Responsible time management

EXPERIENCE

United Food Bank- Mesa, AZ

11/2024 – Present

Communications Specialist

Manages internal and external communications initiatives through media relations, public relations, storytelling and content strategy by drafting blogs, press releases and donor communications pieces to raise public awareness and support fundraising efforts.

- Writes and produces storytelling projects for multimedia opportunities and multi-platform marketing and PR campaigns.
- Oversees website content updates, ensuring information remains engaging and SEO friendly.
- Through UFB's Culture Cabinet, assists in building a positive office culture by organizing events and managing internal communications projects to help foster the organization's values.

Communications and Grants Specialist

Brainstorms impactful stories that illustrate United Food Bank's impact, both through grant proposals and storytelling marketing content.

- Conduct respectful interviews to share authentic stories honoring the client's experiences.
- Write and edit monthly blogs and additional marketing materials to share with donors, corporate partners and grant funders.
- Research, draft and edit small grant proposals, successfully receiving over \$20,000 in one fiscal year.

Grand Canyon Education Ad Agency (GCE)- Phoenix, AZ

6/2021 – 4/2024

Assistant Copywriter

Worked at an award-winning agency and collaborated with a team of creatives, including graphic designers, to craft creative marketing campaigns for clients in the educational, health and wellness and food and beverage services sectors.

- Write compelling copy for diverse media channels, including email, print, digital, websites, and billboards.
- Tailor content to meet the target audience's needs and preferences.
- Mentor new associates on how to complete their day-to-day project work while building team culture.

Her Campus Media - Freelance

10/2022 – 4/2024

Content Writer/Editor

Her Campus is a leading multi-platform media company for college women across the U.S. As a writer and editor, collaborated on bi-weekly digital content, helping Her Campus Grand Canyon University achieve recognition as the top national chapter.

EDUCATION

Grand Canyon University- Phoenix, AZ

2020 – 2024

Bachelor of Arts in Professional Writing for New Media; Minor in Advertising and Graphic Design

- 3.94 GPA; Graduated Summa Cum Laude
- Honors College Member

HONORS

American Advertising Federation Phoenix (AAF)

ADDY Award Winner

- Recipient of three student awards, including the Up and Comer Student Best of Show, Gold in Sales & Marketing Packaging and Elements of Advertising Illustration during the 2023 ADDY award season.
- Awarded the Gold Student Integrated Advertising Campaign Award during the 2024 ADDY season.