

Ireland Fleck

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Portfolio: irelandfleck.com/

SUMMARY

Creative storyteller and wordsmith with over four years of professional writing experience, passionate about crafting and implementing purpose-driven narratives that make a difference. With a background working at an award-winning advertising agency and a well-respected nonprofit food bank, gained a strong understanding of how words can simultaneously inspire meaningful impact and meet an organization's fundraising goals through various marketing and grant writing opportunities.

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
- Detail-oriented editing and research
- Collaborative teamwork and mentorship
- Responsible time management

EXPERIENCE

United Food Bank and Waste Not - Mesa, AZ

11/2024 – Present

Communications and Grants Specialist

Collects and writes impactful stories that illustrate the impact of both UFB and its sister organization, Waste Not, through grant proposals and marketing and PR content to meet the organization's fundraising and philanthropy goals.

- Conduct respectful interviews to share authentic stories honoring the client's experiences.
- Writes and edits monthly blogs and additional marketing materials to share with donors, corporate partners and grant funders for UFB and WN.
- Leads and manages storytelling projects for multimedia opportunities and multi-platform marketing and PR campaigns.
- Research, draft and edit small grant proposals, successfully receiving over \$20,000 in one fiscal year.
- Through UFB's Culture Cabinet, assists in building a positive office culture by organizing events and collaborative opportunities that foster UFB's values.

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
- President's List member each semester

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.