

Jill Mie Kunishima

310.619.6605 • jmkunishima@gmail.com • <https://linkedin.com/in/jmkunishima>

Qualifications Summary

Passionate, resourceful, and adaptable professional with 15+ years of experience in fast paced, growing, and demanding work environments, reflecting a diversity of skill-sets, and organizational foci. Composed, compassionate, curious, and committed to working with all types of people in mission-focused companies and organizations that value impact, equity and a hunger for positive change.

Areas of strength include:

- Excellent written and verbal communication skills
- Thorough understanding of strategic planning – from the employee to the organizational level
- Extensive experience in the implementation of systems change mechanisms, such as adoption of new processes and programs, in the name of efficiency and positive change within an organization
- Mastery of personnel/volunteer management and recruitment
- Far-reaching technological savvy, including database management (Salesforce, Raiser's Edge etc.)
- A robust understanding of marketing and communications efforts, ranging from press coverage to awareness/advocacy campaigns
- Major and individual gift solicitation success with a mission-driven mindset
- In-depth involvement with the prospecting, researching and cultivating of potential funding sources
- Continual success with corporate funders, and private and family foundations
- Comprehensive special event coordination and planning experience

Professional Experience Highlights

JMK Consulting

Principal

San Francisco Bay Area

2011 - Present

As principal of my own consultancy, I have specialized in working with nonprofit organizations in the following areas:

- Annual Giving
- Community Outreach
- Corporate Sponsorship
- Event Planning
- Grant Writing
- Marketing and Communications
- Prospect Research
- Social Media
- Volunteer and Personnel Management

Cityside Journalism Initiative

Vice President of Development

Berkeley, California

2020 - 2022

As the first fundraising hire, I was in charge of building out major donor and philanthropic strategy, as well as creating the systems needed to ensure long-term financial sustainability for the new nonprofit news organization. As a startup born right before the COVID-19 pandemic, we needed to quickly try out and iterate on a myriad of strategies to cultivate and grow new supporters, ranging from annual fundraising campaigns, to special events for various audiences, to diverse community partnerships, to new institutional supporter cultivation. I also lead the organization in creation of its first-ever impact report, communications platform, and was heavily involved in rebranding efforts.

East Bay Asian Local Development Corporation

Senior Vice President of Development and Communications

Oakland, California

2019 - 2020

Director of Development and Communications

2016 - 2019

I was hired in the midst of an organizational boom, budget, staff size, and reach-wise. I successfully implemented new strategies in growing revenue over 100% in less than four years – through awareness/advocacy campaigns, new funder relationships, and the now sold-out annual gala. I bolstered our communications and marketing work, especially through media coverage social media, a revamped website, videos, etc. I continually iterated on new ways in which to grow support for the cause of affordable housing in a time of crisis – collaborative funding models/master proposals, political ballot measures, and corporate investment and partnership.

Peralta Colleges Foundation

Development Officer

Oakland, California

2013 –2014

As the Peralta Colleges Foundation went through leadership transition, I was brought in to create a new development plan and structure for the organization, especially through the creation and execution of an annual fund, institutional giving and community outreach.

Lincoln Child Center

Development and Marketing Manager

Oakland, California

2010 – 2013

Within my time at LCC, I was charged with many new projects as the organization looked to update and renew priorities, principles, and place in the community. Some of my projects and accomplishments included: strategizing around and tracking the annual fund development plan, leading to the exceeding of fundraising goals by double, growing and engaging LCC's

donor base via more extensive communication and marketing efforts (print and media-based), forging new strategic partnerships with donors, politicians, community-based organizations, and corporations and successfully leveraging new pools of private and public funds in the process, spearheading a full-fledged rebranding campaign, and integrating the first-ever marketing and communications plan into the annual fundraising plan; this included the usage of social media, regular electronic communication, and newsletters, increasing annual gala media and corporate sponsorship, attendance and community partnerships, and eventually pioneering a new “house party” event model, and advocating on behalf of LCC at numerous philanthropic, political, community and corporation-based events to garner more support for the cause.

Covenant House California

Development Associate

Oakland, California

2006 - 2010

During my first official job as a fundraiser, I was charged with many new responsibilities and tasks, including the cultivation of new donor relationships as the first point-of-contact for the organization, creating and monitoring a multitude of media and internet-based fundraising and marketing campaigns, incepting CHC’s inaugural volunteer program and managing development volunteers, planning the first full-scale gala for the organization, which resulted in continual revenue growth over three years, transitioning the department to a Raiser’s Edge-based donor database system, and working closely with local board members, especially in regards to special events and annual fundraising campaigns

Red Bricks Media

Marketing Analyst

San Francisco, California

2005 - 2006

I conducted interactive marketing strategy research for Adobe, Hearst Magazines and the Academy of Art University. Markets, topics of interest, and potential customer bases for the companies were analyzed intensively, and various campaigns via Google AdWords yielded successful results.

Jarabacoa Christian School

Language Arts and History Teacher - Middle School

Dominican Republic

2004 - 2005

Summer Tutoring Program Coordinator

I taught 40 sixth, seventh, and eighth graders Language Arts and History at an international school in the Dominican Republic. As a young school with little resources, I created a new curriculum for my nine classes, while maintaining the day-to-day duties of a teacher. As the needs of students grew, I developed and led the school’s first summer tutoring program.

Rafu Shimpo Newspaper

Staff Intern

Los Angeles, California

2003 - 2004

I wrote and researched articles for the oldest Japanese-English newspaper in the country.

Educational Background and Professional Development

San Francisco State University

Master of Public Administration

Awards: Pi Alpha Alpha (Global Honor Society for Public Affairs & Administration)

Mills College

Bachelor of Arts in Communications (emphasis: Journalism) and Psychology majors, Anthropology minor

Awards: Psychology Research Award for Senior Thesis

Certification

- Nonprofit Management (Compasspoint)
- Nonprofit Management & Leadership (NeighborWorks)

Program Participation

- AAJA ELP Program
- CORO Women in Leadership
- LEAP Impact
- Japan America Student Conference

Training

- Introduction to Human Centered Design (IDEO U)
- Storytelling for Influence (IDEO U)
- Project Management (Philanthropy University)

Professional Affiliations and Community Involvement Highlights

- **Asian Americans for Civil Rights and Equality**, *Board of Trustees* - Present
- **Hella Heart Oakland Giving Circle**, *Core Member* - Present
- **National Asian Pacific American Women’s Forum**, *Member* – Present
- **Lotus Bloom Child & Family Resource Center**, *Board Member*
- **Global Glimpse**, *Advisory Board Member*
- **Foundation Center**, *Workshop Leader*, “Starting a Career in Nonprofit Fundraising”
- **Hyphen Magazine**, *Development Volunteer*
- **Association of Fundraising Professionals (AFP)**, *Board Member and Multicultural Alliance Chair*
- **Mills College Professionals Network**, *Founding Member*