

Pamela Georgiana, MBA

www.linkedin.com/in/pgeorgia

www.pamgeorgiana.com

Brand Strategy & Organizational Capacity Consultant

I help nonprofits and small businesses strengthen organizational capacity by building shared understanding around mission, positioning, communications, and decision-making. Drawing on experience in nonprofit leadership, corporate marketing, and strategic consulting, I facilitate stakeholder discovery, develop practical tools and frameworks, and guide leadership teams through initiatives that improve impact and resilience.

Core Consulting Expertise:

- Organizational Capacity Building
- Brand Strategy & Organizational Positioning
- Executive & Stakeholder Facilitation
- Communications Strategy
- Thought Leadership & Long-Form Content
- Marketing Strategy
- Strategic Planning & Implementation
- Messaging Framework Development

PROFESSIONAL EXPERIENCE

PRINCIPAL CONSULTANT

Brand Strategy • Communications • Organizational Capacity

August 2014 to present

As Principal Consultant, I partner with nonprofit organizations, healthcare systems, B2B services, and purpose-driven small businesses to fortify organizational capacity by building shared understanding around mission, positioning, audiences, and strategic priorities. Through stakeholder discovery, executive facilitation, and systems planning, I help leadership teams align around a common direction and translate that understanding into practical tools and strategies that improve communication, decision-making, and organizational effectiveness. I develop brand frameworks, messaging strategies, marketing plans, thought leadership, and other systems that help organizations communicate consistently and achieve long-term goals. Work samples, client testimonials, and case studies are available at pamgeorgiana.com.

Lutheran Social Services, Columbus, OH

October 2014 to April 2022

VICE PRESIDENT OF ENGAGEMENT

Lutheran Social Services (LSS) is a 100+-year-old agency providing over 20 programs across 28 counties in Ohio. In my role, I oversaw strategic marketing, public relations, and brand communications for all service lines. My overall goal was fostering meaningful connections with donors, clients, volunteers, congregations, and community partners. I led a high-performing marketing team and collaborated with more than ten program partners to align messaging and outreach efforts. I directed long-term brand strategy and implemented integrated campaigns that strengthened awareness, engagement, and support across diverse audiences.

- Initially hired as Director of Engagement and promoted to Vice President in 2016 in recognition of strong leadership and measurable contributions to the organization's growth and visibility.
- Developed and implemented a strategic rebrand for LSS that included new visual identity, messaging, digital platforms and marketing tools.
- Presented a successful case to build the marketing team by showing a need for graphic design support and the benefits of developing that expertise in-house.
- Built a digital platform scorecard and dashboard system to track and analyze digital engagement on a daily, monthly, yearly and ongoing basis across all digital platforms including website, social media, email, SEM and display advertising.

Bath & Body Works, Reynoldsburg, OH**2011 to 2014****EVENT MARKETING MANAGER**

Responsible for managing large scale in-store, external and digital consumer events as well as promotional beauty and home product marketing programs for 1,550 retail stores. My role involved planning and implementing the customer experience, associate engagement, promotional email marketing, social media, direct-mail marketing, advertising, in-store marketing, public relations, and internal communications.

- Maintained \$1+ million yearly public relations/experiential marketing/social media budget for the marketing strategy team.
- Drove an average of one million footsteps into stores for every in-store national event planned.
- Developed an 8 week event planning process that assigned milestones and accountabilities for all partners.
- Cut spending by 51% to maximize event ROI while maintaining 80+% top box customer satisfaction scores.
- Developed and maintained a new digital brand influencer program that generated over four million online impressions from 150 brand advocates in the first six months.

Borders Group Inc., Ann Arbor, MI**1999 to 2011****NATIONAL PROJECT LEADER (2007-2011)**

Created, budgeted, and managed integrated experiential marketing projects for over 500 bookstores nationwide involving strategic alliances, vendor relationships, and seasonal initiatives. Negotiated and implemented over 1,000 individual book and music events each year, which generated \$1-1.5 million in product sales per year.

NATIONAL EVENT SPECIALIST (2004-2007)

Worked with four national book publishers to negotiate bookstore events in 500 bookstores.

AREA MARKETING MANAGER, Cleveland, OH (2001-2004)

Planned, coordinated, executed and drove results for all local marketing, public relations, community relations and experiential activities for six bookstores.

COMMUNITY RELATIONS COORDINATOR, Mentor, OH (1999-2001)

Planned, coordinated and executed 30 to 45 local events per month, as well as handled all marketing and public relations duties for a large bookstore with café. Supervised the event team and the Corporate Sales Coordinator.

Cafe Crema, Mentor, OH**1997 to 1999****OWNER/MANAGER**

Launched and operated a 60-seat full service coffeehouse with \$200,000 annual sales.

EDUCATION**Capital University, Bexley, OH**

Master of Business Administration, specialization in Marketing

Kent State University, Kent, OH

Bachelor of Science - Hospitality Management