

## **MARK STENROOS**

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markestenroos@gmail.com

Dear HR Director/Recruiter -

Per your job posting, I am submitting my CV for your consideration. I believe that my professional experience and skill set is an excellent match for the defined parameters of the position on offer with your organization.

I have worked in the non-profit discipline since 2003 where I have been responsible for all aspects of marketing and fund raising, including direct marketing, social media engagement, grant writing, annual fund, events and galas, foundation and corporation support, Board engagement and overall donor stewardship. I am currently engaged as a marketing and development consultant for a number of for- and non-profit companies in California.

Prior to moving into the non-profit discipline, I was the Marketing Director for direct marketing powerhouse BMG Music in NYC, where I headed the Marketing Department of their \$60-million-per-year classical music division, and as VP of Sales and Marketing for the Musical Heritage Society in Oakhurst, NJ, whose direct marketing operations extended throughout the USA and Canada. My efforts on behalf of MHS doubled their annual gross revenues to over \$18-million-per-year.

My professional career features executive-level experience in both the private and public sectors, as both a successful marketer and fund raiser, including hands-on experience directing and motivating staff and volunteers.

I am limiting my current job search to positions that I feel are a solid match for my experience and career goals. The position on offer looks to be such a mutually beneficial opportunity.

I look forward to speaking with you in the near future about this wonderful opportunity.

Sincerely,

Mark Stenroos

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## MARKETING AND DEVELOPMENT EXECUTIVE

### PROFESSIONAL EXPERIENCE

#### **MARKETING & DEVELOPMENT CONSULTANT** *June 2016-Present*

Lake Forest, CA 92630

Conceptualize and deliver marketing and fund-raising solutions to private- and public-sector companies. Website content, social media engagement, e-blast design and content, fund-raising applications (Lols), etc. Copywriting and editing, desktop publishing, grant writing. A number of my consultant engagements have blossomed into short-term staff positions.

Recent/current clients include Marching Arts, Inc of West Hollywood, CA; American Federation Pueri Cantores of Orange, CA; SoCal Gal, Foothill Ranch, CA

#### **DIRECTOR OF MARKETING & DEVELOPMENT**

PASADENA MUSEUM OF CALIFORNIA ART 490 Union St, Pasadena, CA 91101

The PMCA went out of business in October, 2018

- Directed all fund-raising efforts, including annual year-end campaign
  - came on-staff on 12/4/2017 with institution facing a budget deficit over \$100,000. Ended year with \$13,000 surplus.
  - established relationships with all individual PMCA Board members on first day of employment and reinforced through in-person meetings within first three weeks of employment
  - responsible for all grant-writing, exhibition funding, corporate underwriting

#### **DIRECTOR OF DEVELOPMENT** *December 2014 – June 2016*

PACIFIC CHORALE 3303 Harbor Blvd, Ste E5 Costa Mesa, CA 92626

- Directed all fund-raising efforts for the Pacific Chorale, including annual campaign, fund-raising events, planned giving, grant research and writing
  - secured funding from new sources, including Colburn & Taft Foundations
  - re-imagined annual gala with significant lift in tickets sales and sponsorships
    - June 2016 gala earned \$40,000 over budget goal
  - responsible for all grant-writing, including writing NEA grant applications
  - increased funding from the Segerstrom Foundation and others
  - created a Development Committee of the Board of Directors
  - initiated new legacy (planned giving) program

#### **VICE PRESIDENT OF COMMUNICATIONS & FUND RAISING** (Volunteer position) *January 2013- March 2016*

ALISO NIGUEL HS INSTRUMENTAL MUSIC BOOSTERS, Aliso Viejo, CA

- Had fiduciary responsibility for the non-profit corporation (Volunteer position, BoD)
- Developed budget expenditures, revenue targets and marketing campaigns
- Managed and provided all content to WordPress-based website ([www.anhsmusic.com](http://www.anhsmusic.com))
- Produced all communication efforts, such as e-blasts through Constant Contact
- Managed, directed and contributed to all social media initiatives (Facebook, Twitter)
- Produced all direct mail initiatives and surface mail appeals
- Initiated alumni appeal – “Encore!” – 12/2013
- Maintained calendar of events and updated the website on a daily basis
- Mentored volunteer members on a weekly basis, including parents & alumni

**DIRECTOR OF DEVELOPMENT** *April 2010 – February 2011*

FRIENDSHIP SHELTER P.O. Box 4252, Laguna Beach, CA 92652

- Led all development and marketing efforts to sustain and expand the Shelter's mission
- Met annual operating budget of \$1.3MM
- Led campaigns for annual fund, major gifts, and annual gala event
- Researched and wrote all grant application (30% of annual budget)
- Increased corporate donations to annual gala by 80%

**DIRECTOR OF MARKETING & DEVELOPMENT** *February 2008 – October 2009*

BALBOA PERFORMING ARTS THEATER FOUNDATION Newport Beach, CA 92661

Developed and implemented the Foundation's capital campaign, acting as point person to media, major philanthropists and foundations.

- Led all marketing, philanthropic and sponsorship programs
- Conceived and led fund-raising events (galas, off-site member events)

**DIRECTOR OF INSTITUTIONAL ADVANCEMENT/ASSOC. DIR.** *June 2005 – January 2008*

FRESNO METROPOLITAN MUSEUM 1515 Van Ness Avenue, Fresno, California 93721

Led the successful planning, coordination, development, implementation and management of the Museum's capital and endowment campaigns, represented the Museum in the community, and was responsible for the overall successful management of the long-term financial goals of the institution.

- Raised \$7MM in **capital campaign donations** in seven months
- Largest individual gift secured: \$1,000,000
- Created the Museum's Planned Giving program

**AFFILIATIONS**

National Academy of Recording Arts & Sciences Voting Member (Grammy® Awards) - Producer and Engineer Wing, LA Chapter

American Guild of Music Artists

National Association of Recording Merchandisers Advisory Panel

**LINKS****Television Appearances:**

Cox OC Lifestyle: <http://www.youtube.com/watch?v=AjV8S4DSLpQ>

KOCE Real Orange: <http://www.youtube.com/watch?v=VD8JKwHgyK4>

KDOC Daybreak OC: <http://www.youtube.com/watch?v=5JDqir6L8oI>

**CD Producer:**

Salute to America: Boston Pops conducted by John Williams

<http://mahawa.jw-music.net/compilations/popssalute.htm>

Christmas With the Robert Shaw Chorale

[http://www.arkivmusic.com/classical/album.jsp?album\\_id=179672](http://www.arkivmusic.com/classical/album.jsp?album_id=179672)

Recorded Music – Producer Credits

<http://www.allmusic.com/cg/amg.dll?p=amg&sql=41:54738~T3>

**Business Network Profiles:**

Naymz: [http://www.naymz.com/mark\\_stenroos\\_789528](http://www.naymz.com/mark_stenroos_789528)

Linkedin: <http://www.linkedin.com/pub/mark-stenroos/20/9a5/1ab>

Visit my classical music Facebook group @ [www.facebook.com/groups/878042938946518](http://www.facebook.com/groups/878042938946518)

## REFERENCES

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