

# CAROLINE B. AMPORT

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## COMMUNICATIONS & PUBLIC RELATIONS

### **Canoe Harbor Consulting—Principal Consultant**

- Provided monthly ongoing media relations services to small nonprofit organizations, including outreach planning, press release writing and distribution
- Designed and produced organizational marketing and promotional materials related to special events and fundraising efforts
- Wrote, edited and produced regular email newsletters using Constant Contact
- Maintained, updated and generated website content (*also for My Handyman, The New Hampshire Political Library*)

### **The New Hampshire Political Library—Director of Programs**

- Designed and produced organizational marketing and promotional materials for school programs and lecture series that increased visibility, event and paid visitor attendance, and organizational awareness in community and among constituents
- Created and produced monthly member newsletter (printed)

### **Schwartz Communications—Account Executive**

- Advised senior executives on public relations and marketing campaigns geared towards increasing market share and investor interest
  - Developed and implemented long-term strategic media and analyst campaign plans for emerging growth technology companies, which included crafting corporate messaging, generating and pitching story ideas to business and trade publications
  - Wrote and edited press releases, organizational documents and marketing collateral
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## PROGRAM DEVELOPMENT & IMPLEMENTATION

### **The New Hampshire Political Library—Director of Programs**

- Developed and implemented strategic programming related to the political history and traditions of New Hampshire for student and adult audiences
- Created *The Brigade Lecture Series*—a yearlong lecture series focused on New Hampshire history and culture. Identified topics, recruited speakers, designed and distributed marketing materials, and managed monthly events regularly attracting 30-60 attendees
- Developed and led onsite curriculum activities for students at Pierce Manse
- Recruited schools and increased visitation and revenue by 200% over previous year

### **City Year New Hampshire—Service Director**

- Developed and facilitated on-going civic leadership and service training curriculum for AmeriCorps volunteers (ages 17-24) on working with at-risk middle school youth, mentoring, behavior management, lesson planning, tutoring, after school programming, etc.
- Managed and evaluated 40+ volunteers' yearly delivery of service in five partner schools across state—exceeded AmeriCorps funding goals by 100% over previous program year
- Implemented pilot middle school civic leadership program, exceeded enrollment goal by 100%
- Redesigned, developed and managed implementation of week-long vacation (winter and spring) camp curriculum in two concurrent locations

### **Annie E. Casey Foundation—Project Consultant**

- Developed and managed seven month internal self-assessment process, requiring integration of competing objectives, consensus building among stakeholders, and facilitating a decision-making process in order to refine the investment strategy for foster care reform initiative

**PARTNERSHIP & RESOURCE DEVELOPMENT**

**Canoe Harbor Consulting—Principal Consultant**

- Planned and executed 10 simultaneous town dinners (*Gundalow Gatherings*) for 270 people, raising \$13,000 in inaugural year (representing 9% of annual organizational income)
- Developed tiered sponsorship opportunities for local sponsor and cultivated donors
- Managed transition to new donor and relationship management database

**The New Hampshire Political Library—Director of Programs**

- Secured in-kind support through university partnerships in order to fill staffing needs, support curriculum development and increase school program capacity

**City Year New Hampshire—Service Director**

- Identified and developed new strategic partnerships with communities, schools and nonprofits to support and foster growth of youth development program in southern New Hampshire
- Managed existing public/private partnerships in five southern New Hampshire communities and negotiated annual partnership agreements, including financial match

**PUBLICATIONS**

Contributing author: Institute for Policy Studies, Occasional Paper No. 29 “Is Poverty a Marker of Neighborhood Quality?” (Baltimore: Johns Hopkins University Press, May 2004).

Editor-in-Chief: “The GRO-Hopkins Guide to Living in Baltimore: 2004-2006 16<sup>th</sup> Edition” (Graduate Representative Organization, The Johns Hopkins University, August 2004).

Author: “Baltimore Parents Must Hold Schools Accountable.” Editorial. Baltimore Sun 22 March 2004: 13A.

**EDUCATION**

**Leadership Seacoast, Portsmouth, NH**  
Graduate 2007 Class

**Johns Hopkins University, Institute for Policy Studies, Baltimore, MD**  
Master of Arts in Public Policy  
Nonprofit Studies Certificate

**Washington & Lee University, Lexington, VA**  
Bachelor of Arts, Anthropology/ Archaeology

**CHRONOLOGY OF RELEVANT EXPERIENCE**

<b>Canoe Harbor Consulting</b> <i>Owner &amp; Principal Consultant</i>	Exeter, NH	January 2010-present
<b>The New Hampshire Political Library</b> <i>Director of Programs</i>	Concord, NH	Sept. 2008-Nov. 2009
<b>My Handyman</b> <i>Operations &amp; Business Development Manager</i>	Greenland, NH	July 2007-May 2008
<b>City Year New Hampshire</b> <i>Service Director</i>	Stratham, NH	August 2005-July 2007
<b>The Annie E. Casey Foundation</b> <i>Project Consultant</i>	Baltimore, MD	Feb.-Oct. 2005
<b>Edgewood Center for Children &amp; Families</b> <i>Residential Counselor</i>	San Francisco, CA	Dec. 2000-May 2002
<b>Schwartz Communications</b> <i>Account Executive</i>	San Francisco, CA	Nov. 1998-Nov. 2000