



Qualifications Highlights

- Community engagement
- Communication

Education

- BA, Sociology & Business, University of Richmond, Year Graduated

Certifications and Trainings

- Emerging Nonprofit Leaders Program, Nonprofit Learning Point
- 120 Hour & 80 Hour Certificates in Nonprofit Management, Nonprofit Learning Point

Expertise in communications with a focus on equitable community engagement.

Holly Gordon, Degree, Credentials

Community Engagement Manager

RELEVANT EXPERIENCE

Holly oversees marketing and communications, facilitation, project management, and community engagement to ensure the public has input in and benefits from the planning efforts made across the nine localities in our region. Her career has spanned similar roles in nonprofit, higher education, tourism, and small business.

PROJECT EXPERIENCE

PlanRVA Regional Transportation Forum, 2024

Event planner. Designed and facilitated an engaging set of presentations and activities for regional leaders to engage with the Long-Range Transportation Plan for the Regional Transportation Planning Organization,

NYC Counseling, 2022–2023

Director of Marketing & Communications. Created marketing strategy and channel content; connected external vendors to internal workflows for a 270% profit increase; supervised team in content creation; advised clinicians on networking & brand; increased social visits and followers by 50% in 5 months; operations, partnerships, project management, and process improvement.

BASKET & BIKE, Richmond VA, 2020–2023

Operations Manager and Lead Tour Guide. Grow business with website management, PR, partnership development, HR, merchandising, marketing, and daily operations; give history tours on bike on the VA Capital Trail/Richmond/Jamestown.

The Collaboratory of Virginia, 2020–2022

Director. First and only staff for a coworking & capacity building community for nonprofits; managed website and communications; developed programming, member support, and events; built reports to provide business intelligence across the organization and for members.



RVANews, Sheknows, GayRVA, VCU Arts, ODK, F.U.N. Global, 2020–2022; 2015–2016; 2010–2012

Writer. Researched, wrote, and edited content on restaurants, tourism, LGBTQ, business, arts. Increased web traffic to site by 30% in just 2 months. Strategic planning, events, logistics, and marketing.

Current Art Fair. 2019–2020

Volunteer and Midway Manager. Recruited and deployed volunteers to support the work of the fair. Provided logistics support, social media management, and communications. Community partner relationship management for artmaking in the interactive Midway.

Floricane, 2018–2020

Consultant. Created/facilitated engagements in strategy, organizational change, and people development. Managed communications, marketing, website, and social media. Responsible for data organization and integrity, contacts database management, and internal operations. Also provided business development and relationship management.

Honoring Choices Virginia: Quality Advance Care Planning, 2018

Project Manager. Served a collaborative of the Richmond Academy of Medicine, Bon Secours Health System, HCA Virginia and VCU Health for end-of-life care. Built and managed volunteer and contact database and online learning platform. Developed web and social media content. Tracked and reported data, timelines, and budgets for grants.

HandsOn Greater Richmond, 2011–2018

Programs and Operations Manager. Managed programming, curriculum, and grants for civic engagement initiatives. Developed community partnerships and training with local organizations to create meaningful & effective volunteer engagements. Responsible for operations infrastructure, database (CRM) management, and website (CMS) development. Responsible for communication through multiple channels and social media. Built internal infrastructure and metrics. Served as event and project management. Provided facilitation and training, volunteer recruitment and training, managed AmeriCorps staff, and reported on national metrics.