

Tami Ellen McLaughlin

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Communications professional with extensive experience in financial services marketing and a passion for nonprofit media and organizational support. In July 2020 achieved my career path goal with a pivot to the nonprofit sector to lead Sober St. Patrick's Day® Foundation, Inc. as Executive Director.

EXPERIENCE

Sober St. Patrick's Day® Foundation, Inc.

July 2020 – Present

Executive Director

Grassroots Foundation committed to changing the perception and experience of St. Patrick's Day to an opportunity to celebrate the richness of Irish culture in alcohol-free settings with a focus on healthy activities.

- Recruited to engage the board of directors, partner organizations, and funders to amplify mission, drive growth and expansion, and target and achieve financial sustainability as outlined in the strategic plan.
- Leveraged professional network to recruit new board member; recruited sober global social media influencer to join the anniversary celebration team; collaborated with like-minded organizations on strategic partnerships to showcase mission and core values to new audiences.
- Researched and developed grant proposals for government agencies — Consulate of Ireland in New York, NYC Department of Youth & Community Development, and NYC Department for the Aging — and corporations — PepsiCo and Bank of Ireland — resulting in new \$35,000 revenue stream and invitations to apply for future funding.
- In March 2021 led a team of consultants to implement a digital event strategy taking the signature event — the post-parade, alcohol-free event — online as a YouTube Premiere. This 10th anniversary celebration provided a unique, inspirational, entertaining, and a safe and sober experience for a global audience.
- Accepted *Irish Echo* Arts & Culture Award in April 2021 for Sober St. Patrick's Day®'s world-class anniversary celebration of all things Irish for the Irish diaspora during the pandemic.
- In March 2022 and 2023 led a team of marketing consultants to amplify the return to in-person celebrations which also included marching in the NYC St. Patrick's Day Parade as an affiliated organization; coordinated with veteran volunteers and new recruits on the sold-out post-parade celebration.
- Oversee annual budget in conjunction with Treasurer and accountant to ensure compliance with all local, state, and federal requirements to ensure foundation's tax-exempt status as a charitable organization.

Irish Business Organization of New York Executive Board

January 2019 – January 2022

Membership Officer, Women's Networking Committee Chair

Nonprofit membership organization that promotes, fosters, and advances the business interests of Irish and Irish American business people in the tri-state area; noted for its unique forum and networking events.

- Executive board member with extensive experience and significant leadership accomplishments with Irish American networking programs and membership engagement.
- Women's networking program creator; since 2018 have driven programming, project management, and social media strategy for quarterly in-person events, and, in 2020, virtual, Covid-related networking Zooms.
- Key accomplishments include pivoting to virtual events to stay connected with the community during the pandemic and fundraisers for women's causes: 2020 online fundraiser support of NYC Women's nonprofit responding to the Covid crisis; 2022 fundraiser for Ukrainian National Women's League of America.

Comfort Keepers

September 2018 – February 2020

Office Manager, Part-Time

A leading provider of trusted in-home senior care and companion care serving NYC's five boroughs.

- Worked in conjunction with small business franchise owner coordinating weekly schedules for 25+ caregivers and 20+ clients; recruited new caregivers to join the franchise.
- Using eRSP cloud-based, home care software maintained office records according to HIPAA regulations; provided office support and customer service.

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Irish Arts Center Consultant

September 2016 – October 2018

NYC-based arts and cultural center dedicated to projecting a dynamic image of Ireland and Irish America for the 21st century, building community with artists and audiences of all backgrounds, forging and strengthening cross-cultural partnerships, and preserving stories and traditions of Irish culture.

- Development team partner for donor cultivation research and fundraising support.
- Provided special events support with a keen talent for securing valuable silent auction donations.
- Engagement with all levels of membership, honored guests, senior staff, and artists.

Prudential Investments

June 2000 – October 2015

Communications Manager - 2014 - 2015 | Marketing Manager 2006 - 2014 | Project Manager 2000 - 2006

Global investment management business of Prudential Financial, a Fortune 500 company providing insurance and investment management products and services to retail and institutional investors.

- Created communications plans and marketing assets for mutual funds for digital and print media.
- Liaised with editorial, design, and compliance teams in collaborative Adobe InDesign workflow.
- Part of cross-functional Master Brand Invigoration team to rebrand Prudential Investments assets to reflect and connect with “Bring Your Challenges,” Prudential’s first unified brand effort in 135 years.
- FINRA Series 6 License.

TRAINING

Capacity Building Training for Council Funded Community Partners from NYC Mayor's Office of Contract Services, November 2023

AWARDS

2023 Sean McNeill Award Honoree, Irish Business Organization of New York

Award celebrates people who exemplify the values of three-term IBO president Sean McNeill: extraordinary generosity, commitment to community, and support of IBO 'Network, Communicate, Reciprocate' ethos.

CONTINUING EDUCATION

- Institute for Nonprofit Practice, Social Impact Management & Leadership Certificate, 2022
- Muck Rack Academy, Online Fundamentals of Social Media Certification, 2020
- Inspiring Capital, New York, NY Women’s Re-Inspiration Fellowship, 2018
- Pace University, New York, NY Encore Transition Program, 2016
- NYU School of Professional Studies, NY, NY Corporate Social Responsibility, 2016 Fundraising, 2017

EDUCATION

- Iona College, New Rochelle, NY Master of Science, Organizational Communications & Public Relations
- University at Albany, Albany, NY Bachelor of Arts, cum laude, Dean’s List BA, English, BA, Economics