

David Walega

206-713-1750 dwalega@gmail.com

Profile

- Passionate about engaging community members through online and traditional media
- 10+ years' progressive experience in web-based communications, brand management, media campaigns and project development
- Proven manager of large state-wide volunteers and increasing supporter participation
- Dynamic communication, presentation, relationship-building and problem-solving abilities
- Excel at interacting with broad populations including national organizations and staff

Professional Experience

Marketing Associate & Volunteer Manager

Pasado's Safe Haven, Sultan, WA

2010 - Present

- Track overall volunteer participation, manage volunteer database, manage volunteer participation in daily sanctuary duties and during off-site events
- Manage volunteers, including recruitment, placement, training and daily communication
 - Maintain and implement communications program between staff and volunteers
- Support Marketing Department and Media Department
 - Create content for marketing campaigns, special events and outreach materials
 - Create online media content and maintain website to support online branding
 - Work in tandem with Events Manager to facilitate off-site events and educational outreach projects
 - Oversee off-site events and implement Youth Community Hours Program with local educational institutions within a curriculum based system

Founder

Art for Animals' Sake, Seattle, WA

2009 - Present

- Create and implement grass-roots fundraising organization to support animal rescue organizations
- Produce and manage events to raise media awareness and build public support for animal rescues
- Supervise and coordinate media relations and outreach efforts, including:
 - Implement communications strategy by leveraging online social media tools
 - Developed, designed and oversaw social media-based website creation and implementation
 - Managed email campaign with an open rate of 22% with a 6% click through rate
- Successfully secured funding through special events for organizations in excess of \$ 9,000 over sixth month period of 2009
- www.artforanimalsake.com

Field Manager

Equal Rights Washington, Seattle, WA

2008 - 2009

- Managed external relations with statewide organizations in building support and awareness for public policy issues
- Directed and implemented the adoption of new media with supporters by leveraging online social media tools
- Supervised and coordinated media relations and outreach efforts, including:
 - Creating awareness through educational and training events statewide
 - Responded to media inquiries and disseminated information about organizational activities
- Created and implemented the work plan for approximately 50 ongoing volunteers and interns
- Secured additional ERW supporter membership by 12% in 2008

Web Builder

The Cobalt Group, Seattle, WA, Implementation and Fulfillment Services

2006 - 2007

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- Managed visual image creation of website development, including custom graphics and HTML while implementing online best practices
- Worked under tight deadlines and effectively produced online collateral within project specifications
- Provided technical assistance to sales staff, liaison with customers and external contractors

Digital Imaging Specialist and Online Exhibition Curator

University of Washington Library, Digital Initiatives, Seattle, WA 2005 - 2006

- Project manager for archiving and processing of historic photographs and texts
- Digital asset management, content organization, writing, design, and website architecture
- Served as liaison with Clallam County Historical Society staff and cross-functional teams

Professional Photographer

David Walega Photography 1996- present

- Created and managed photojournalism/fine art photography business
- Independent project manager on numerous marketing and documentary initiatives, including:

UNICEF– Burundi, Africa Summer 2002

- Documented countrywide projects in conjunction with various NGOs

Global Partnerships/Planet NW- El Salvador Fall 2002

- Documented in Central America the micro-credit loan program.

City of Seattle Pro-Youth– Seattle 1999

- Documentation of Pro-Youth partner site projects for citywide publicity program

- Contributing photographer for numerous publications and organizations: *Fortune*, *Seattle Times*, *UNICEF*, *The City of Seattle*, *World Vision*

Professional Skills

- Strong understanding of Internet marketing and new media technologies
- Proficient in Windows and Macintosh operating systems, Microsoft Office Suite (Word, PowerPoint and Excel, Access, Outlook), Photoshop CS, image cataloging tools and Dreamweaver
- Skilled at object digitization, file formats and basic HTML coding

Education

University of Washington, Seattle

- Master of Communications in Digital Media 2006

Pratt Institute, New York

- Bachelors of Fine Art in Painting 1991

Professional Activities

Equal Rights Washington/ Gay and Lesbian Alliance Against Defamation, 2008

- Communications Fellowship

Human Rights Campaign, 2005 - 2007

- Northwest Political Committee Board Member and Steering Committee Volunteer Co-Chair

Human Rights Campaign, 2007

- Strategic Leadership Development Fund Recipient