

Denise C. Powell

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I am an experienced content innovator with a demonstrated history in publishing, non-profit, and education. I am dedicated to helping organizations succeed in their missions through strategic communications and meaningful customer engagement.

Digital Content Creation
Project Management
Communications/PR
Editing

Facilitation/Teaching
Program Development
Recruiting
Event Planning

Customer Development
Market Research
Operations Management
Fundraising

Teaching Experience

Lecturer | August 2018-present

University of Colorado | Boulder, CO

- Teach and co-develop program for Information and Communication Technology for Development (ICTD) Case Studies seminar in the ICTD M.S. track at the ATLAS Institute.
- Develop curriculum and curate educational content.
- Facilitate group discussions.
- Recruit 15-20 guest speakers working in technology and global development arena.

Market Research & Project Management Experience

Market Researcher | September 2019-present

Category One | Boulder, CO

- Collaborate with Active Interest Media on multiple research projects resulting in increased knowledge of customers' needs and product improvement.
- Conduct quantitative and qualitative research, data collection, and analysis.

Senior Project Manager | January 2010-August 2016

Partner in Publishing | Glastonbury, CT

- Managed market development and sales for multiple higher education publishing programs.
- Created and managed expert reviews, class tests, and led technology demos.
- Successfully secured course adoptions/sales for customer products.

Program/Operations Management & Fundraising Experience

Whittier Garden Tour | Boulder, CO

Co-Chair | September 2018-Present

- Plan and execute the largest fundraiser for Whittier International Elementary School.
- **Raised \$52,000** annually for school programs.

U.S.A. Country Director | January 2011-March 2012

OAfrica | Ghana, West Africa

- Managed all U.S. fundraising operations for OAfrica U.S.A.
- **Raised \$94,000 in funding** in 2011.
- **Secured \$30,000 in grants** for various programs.
- Planned and executed multiple fundraising events that **raised over \$10,000**
- Created and managed digital and print communications and social media.
- Built and maintained partnerships, including Rutgers University, Better Care Network (UNICEF), United Nations Department of Economic and Social Affairs.
- Built a new database of over **10,000 new potential donors**.
- Managed OAfrica branded product launch with Rachel Roy, Designer.

Public Relations Fellow | May 2017-August 2017

Dream Tank | Boulder, CO

- Head of PR and communications for social entrepreneurship accelerator for youth social entrepreneurs.
- Co-designed PR strategy and wrote materials for donor and participant outreach and partnerships, including digital communications and event planning.

Owner/Director of Operations | March 2005-March 2012

BodyGood Wellness | New York, NY & Boulder, CO

- Built a wellness practice of **over 300 clients** in Manhattan and Boulder providing sports massage and health and nutrition counseling services.
- Official massage therapist for the **USTA's women's tennis players** at the US Open Tennis Tournament in Flushing, NY (2005-2014).

Publishing/Editorial Experience

OAfrica | Ghana, West Africa

Member, U.S.A. Board of Directors | March 2012-present

- Write content for newsletters and execute digital communications/appeals.

Founding Editor | November 2012-present

The Voices Project | Boulder, CO

- Curate a digital literary journal with **over 1,300 contributors** of poetry and prose.

Development Editor | January 2015-January 2019

Hudson River Publishing | Boulder, CO

- Edited and co-produced technical books, cookbooks, fiction, and non-fiction novels.

Associate Editor, Higher Education | November 2003- July 2005

Assistant Editor, Higher Education | June 2002- November 2003

Editorial Assistant, Higher Education | August 2000- August 2002

Wiley, Inc. | Hoboken, NJ

- Co-managed Geoscience program including over **40 geoscience key titles** and accompanying media.
- Presented key titles at annual national sales meetings.
- Co-developed **partnership with *National Geographic*** on a book series for Wiley Geography.
- Granted a company ***Performance Award*** for outstanding editorial work.

Publications

Denise Powell, Peter Gyory, Ricarose Roque, and Annie Bruns. 2018. The Telling Board: An Interactive Storyboarding Tool for Children. In Proceedings of the 17th ACM Conference on Interaction Design and Children (IDC '18). ACM, New York, USA, 575-580. DOI: <https://doi.org/10.1145/3202185.3210778>

Powell, Denise C., "Creating Opportunities for Women on the Web: A Mother's Quest." *Women, Work, and the Web: How the Web Creates Entrepreneurial Opportunities*. Smallwood, Carol. London, United Kingdom: Rowman & Littlefield. 2015. Print.

Education

Master's of Science Degree, Technology, Media, and Society (*Focus: Information and Communication Technology for Development*) | University of Colorado | Boulder, CO | May 2018

Dual Bachelor's Degrees, English and Journalism | University of Iowa | Iowa City, IA | May 2000