

Ashley Collins.

Community & Client Engagement / Events & Peer Learning / Philanthropy

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■ SUMMARY

Engagement and communications leader with 15+ years in philanthropy and nonprofits, including nine years inside a community foundation. I build the programs that keep donors, advisors, volunteers, and peers connected: referral channels, engagement plans, boards, and events people come back to. I facilitate peer learning across the sector, coordinate communication across program, development, and donor teams, and use audience data to decide where to invest.

■ EXPERIENCE

Brand and Marketing Officer

Community Foundation for Southeast Michigan

📅 2017 – Present (progressive roles; current title) 📍 Detroit, MI

- Built the Professional Advisors referral channel and wrote the donor advisor and agency endowment engagement plans, including workshops, webinars, personalized communications, and impact stories.
- Wrote the communications plan for the MyCF donor and grantee portal launch, from phased rollout through user tips, spotlights, and feedback surveys; led the web and UX workstream hands-on.
- Coordinate communications across program, development, and donor services teams, and set brand and content standards across channels.
- Wrote and implemented the Voices of Change campaign strategy: 178.92% web traffic growth and 320,000+ organic impressions at a 4.5% engagement rate.
- Helped build the Michigan Justice Fund brand; hired and managed its communications manager, later promoted to Communications Officer.
- Run HubSpot integrated with Salesforce; direct agencies, designers, and freelancers; write executive remarks and thought leadership.

Founder & Principal

Palmer Pointe Creative Solutions

📅 Independent Practice 📍 Grosse Pointe / Detroit, MI

- Run a brand and marketing practice end to end, from client strategy and messaging through production and delivery.
- For the Coalition for Home Repair, a national network of home repair nonprofits, wrote a messaging review and produced its advocacy packet and ReFrame Conference 2024 sponsorship packet.
- Build custom tools and AI-enabled workflows for content production, project tracking, and reporting.

Development and Communications Manager

L'Arche Chicago

📅 2015 – 2016 📍 Chicago, IL

- Founded the Young Professionals Board, recruiting about a dozen members; two later joined the full board, and members brought new donors and prospects to the organization.
- Directed and produced the golf tournament and banquet dinner, and supported the board's sponsored events, including a Barcade night and a Saturday morning cartoons breakfast.
- Led integrated and board communications (23% fundraising growth, 38.85% email open rate).

Social Media and Communications Manager

Office for Peace and Justice, Archdiocese of Chicago

📅 2013 – 2015 📍 Chicago, IL

- Ran social, email, web, and print communications for justice and anti-poverty programs.

■ KEY ACHIEVEMENTS



Conference Speaker

Led a peer exchange for foundation communicators and presented on AI for foundations, Council of Michigan Foundations, 2026.



Built a Young Professionals Board

About a dozen members at L'Arche Chicago; two moved onto the full board and brought in new donors.



Voices of Change Campaign

178.92% website traffic growth and 320,000+ organic impressions at a 4.5% engagement rate.



Built a Communications Lead

Hired and developed the Michigan Justice Fund's communications manager through promotion to Communications Officer.

■ SKILLS

Community Strategy

Events & Sponsorships

Facilitation & Peer Learning

Donor & Client Engagement

Referral Programs

Cross-Team Comms Planning

Brand Strategy

Website & UX

HubSpot & Salesforce

Analytics & KPIs

AI-Enabled Workflows

Team Leadership

■ CERTIFICATIONS

Content Marketing; Inbound Marketing

HubSpot Academy, 2026

Marketing Software

HubSpot Academy, 2025

Claude 101; Claude Code; AI Fluency: Framework & Foundations; AI Fluency for Small Businesses

Anthropic, 2026

■ EDUCATION

Bachelor of Arts, Philosophy

Southern Catholic College