



Greetings,

Have you ever read a job description and known that your entire life had prepared you for this moment? That is how I felt when I read the [Executive Director of Hannah's Helping Hands](#) posting.

I was a bi-vocational Pastor for thirteen years until 2007, since then I have worked in marketing and advertising. In 2014, after eight years of eighty plus hour workweeks, I sold my company and have spent the last two years on sabbatical. During this time, I have sought an organization with a mission I can devote myself to with passion and zeal. I believe that [Hanna's Helping Hands](#) is that institution. I would like to offer my twenty years of non-profit and business experience to helping it grow over the next twenty years.

I put together this Infographic to showcase some of my talent. However, communicating a lifetime of experience in a few pages is very difficult; here are four areas I would like to emphasize:

Competence: I have over twenty years of non-profit and business experience. I have worked with boards, volunteers, donors, customers, employers, and employees. I understand the complexity of working with a wide variety of people to accomplish a common goal.

Communication: I can explain difficult concepts and processes (written or verbal) clearly with understanding to anyone at any level. I have inspired, trained, and spoke to groups ranging from 1 to 6,000. I am experienced at using multiple channels to communicate and I am completely comfortable asking people for money or help.

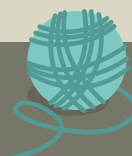
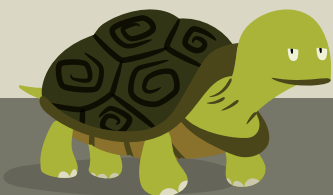
Creativity: I can readily generate innovative ideas and concepts with ease; in fact, most days I cannot shut them off. I have learned to successfully take ideas from napkin to end result, adapt throughout the process to ensure maximum results, and creatively solve problems that arise. Combined with my perpetual optimism, I will not stop until I have found a winning solution.

Commitment: Finding a rewarding career with an organization I am passionate about is my primary focus. I am seeking to dedicate my most productive years to making a difference in the world. Financially, my primary concern is health benefits and the opportunity to save for retirement.

I hope you enjoy my resume as much as I enjoyed putting it together. I would love the opportunity to meet with the board in person to share more of what I have to offer.

Thank you for your consideration,

Shawn Raloff



SHAWN RALOFF

Executive Director



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Creative Leadership

Project Master

I Can Juggle: Figuratively and Literally. I was bi-vocational for thirteen years and the owner of a small business. I learned to balance life quickly with four children, a wife, pets, employees, volunteers, and projects all vying for my attention.

Resourcing Visionary

As a Youth Pastor, Church Planter, and Entrepreneur I had to master the art of getting things done with a "low or no" budget. Once I figured out how to ask, and let, others help my success rate skyrocketed.

Internet Pioneer

I have owned the domain name side2.com since 1994, before you had to pay for them; that is also how long I have used the Internet to communicate. It surprises my kids to learn about a new Social Media site and find I've been on it for years.

Communication Trailblazer

I have inspired, trained, and spoke to groups ranging from 1 to 6,000 my entire adult life. I began incorporating technology in the early 90's to make presentations come alive and reach people in different ways.



Business Experience

20 yrs Digital Marketing & Advertising
B2B & B2C Sales

Employee Supervision

Office Management

Customer Service



Nonprofit Leadership

Fundraising & Donor Engagement
Event Organization

Budgeting & Administration

Volunteer Development

Resource Management



Presentation Sorcerer

When I talk about something I am passionate about, I get a twinkle in my eye, and my zeal becomes contagious!

Awards

World's Greatest Dad
My Kids, 2014

Heart Award, 2005
Siouxland Business Council

Outreach Award, 2004
Siouxland Cares

Top Sales Producer
Gateway, 2006

Top Revenue Producer
Gateway, 2006

Budgeting Wizard

Conjuring amazing results with a limited budget takes ingenuity and a sharp pencil. I always find new ways to do more with less.



Education *



Bachelor's Studies in Journalism
Central College of Kansas, 1994

Certificate in Nonprofit Leadership
Christian Leadership College, 1997

* Additional education on final page.

Certifications

Google Adwords Certified, 2014
Bing Accredited Professional, 2014
Yahoo! Ambassador, 2014
Hootsuite Social Media Pro, 2014
Microsoft Office Trainer, 2002



IN 1993 I WORKED AS A BALLOON WIZARD TYING BALLOON ANIMALS FOR TIPS.

WORK HISTORY

REPRESENTED BY MY PETS



Leah

Executive Director
Hannah's Helping Hands
2016 and Beyond?

Owner / Marketing Director
Side 2 Integrated Marketing
2007 to 2014

Purchased a struggling Google Adwords firm with two employees and thirtyish active customers. In three years I grew it to a full-service marketing firm with fourteen employees, 118 active customers, and over a million dollars in annual revenue. Sold it for a profit.



Leroy Jenkins

Sales Executive
Gateway Computers
2006 to 2007

Generated \$2.8 million in annual revenue selling Gateway's full line of products and services. Consistently in top 99% of 100+ representatives.

Marketing Director
VZN Technologies
2003 to 2006

Lead web development team in designing, building and marketing of over 180 domains. Directly controlled the creative process of each website.

Pastor / Church Planter
Clearview Community Church
2003 to 2006

Started a church and grew it into a multi-staffed congregation. Responsible for budget, fundraising, leadership, weekly teaching, and attendance growth.



Sting

Information Systems Tech
Whitman Hospital
1999 to 2002

Managed a Novell network with 150 devices throughout hospital. Provided tech support and training to staff.

Youth Pastor
Community Bible Church
1999 to 2002

Organized programs and lessons for children ages 1 to 18. Raised funds, planned events, and recruited volunteers.



Gary VII



Carly

Contract Admin
LDR, 1997 to 1999

Created, marketed and sold warranties and service plans for printing equipment and software.

City Trainer
Hertz, 1994 to 1997

Trained new and existing CSRs on systems, policies, operations, and proper sales techniques.



Marty & Doc Brown

Youth Director
Free Methodist Church
1994 to 1999

Led weekly youth meetings for Junior High and High School teens. Planned and executed multiple weeklong children's camps.



Arthur



IN 2000 I WROTE, PRODUCED AND CO-STARRED IN A DAILY RADIO SHOW.

SHAWN RALOFF

Relationship is Everything

I believe success comes from cultivating relationships. The broader and more diverse interactions we experience, the better life becomes. Coming from an Internet Marketer this may sound strange; but there is no substitute for the shake of a hand, a friendly smile, or a warm embrace.

Nothing is impossible when we cooperate with others. Consensus is built on the cornerstone of well-maintained relationships. The following quote describes my philosophy for building successful relationships:

"There are three ways to ultimate success: The first way is to be kind. The second way is to be kind. The third way is to be kind." - Fred Rogers



Santa Paws

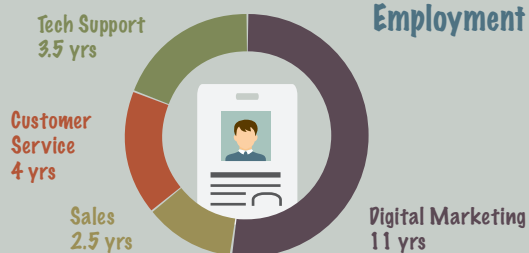
I use my jolly nature to play Santa for animal charities. I get my picture taken with pets for a donation.

Board Experience

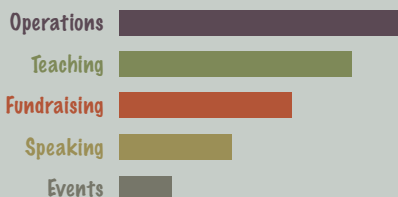
I directly reported to four different Boards over a thirteen-year span. In Sioux City, I was responsible for recruiting founding Board Members and leading them through the Charter process.

I worked with these Boards to set goals, establish vision, write policies, managed church business, and provide financial accountability. I learned to keep Board Members actively informed on substantive financial, personnel, programmatic, and opportunistic matters.

Leadership



Nonprofit Time Distribution



Software Skills

- Microsoft Office
Adobe Creative Suite
- DonorPerfect, QuickBooks
Salesforce
- Basecamp, Asana
Google Ads & Analytics

Volunteer Experience



Kitten Foster Parent
Cat Adoption Team

My wife and I have fostered 100+ kittens since 2010.



Pug Foster Parent
Pacific Pug Rescue

Arthur is our "foster failure", I am the only person he doesn't bite.



Volunteer
Returning Veterans Project

My father is a Gulf War Veteran and our vets need better care.



Executive Director
Kids Rock

I ran an afterschool program and day camp for three years.



Activities Director
Various Camps

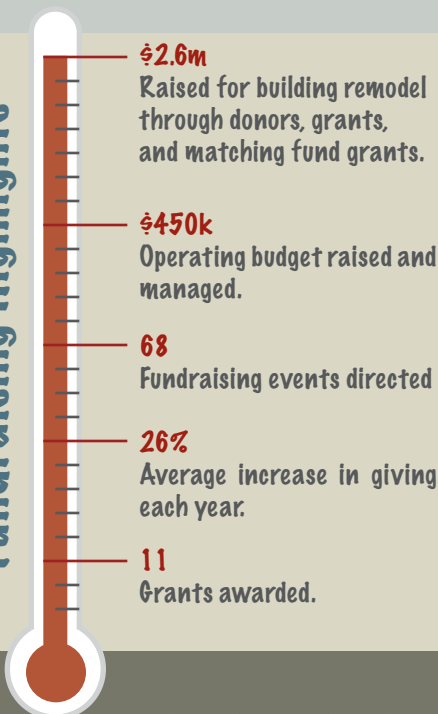
I have provided activities leadership for 37 child and youth camps.



Meal Delivery
Meals on Wheels

To honor my grandmother I delivered meals to Seniors in Sioux City.

Fundraising Highlights



IN 2004 I TOURED MEXICO IN A STRONG MAN GROUP BREAKING BRICKS AND RIPPING PHONEBOOKS.



SHAWN RALOFF

Education Continued

In July 2001, the California Bureau for Private Postsecondary and Vocational Education gave Golden State School of Theology religious exemption from the minimum California requirements of higher education. Though I worked incredibly hard to receive my degrees, I typically leave it off my resume to avoid the suspicion of it being from a degree mill. In this case, I do not want to leave out any information for you to consider.

Master of Divinity (MDIV)

Golden State School of Theology, 2000 - 2001

Bachelor of Theology (ThB)

Golden State School of Theology, 1998 - 2000



Workshops, Trainings & Seminars

PTSD Cognitive Therapy, 2009

The Science of Cognitive Dissonance, 2008

Microsoft Partner Sales Training, 2006

Diversity & Cultural Competence, 2004

Capital Campaign Planning, 2003

ColorCode Personality Science, 2001

HIPPA Training, 2002

Microsoft Office Professional, 1995

Adobe Photoshop Master, 1995

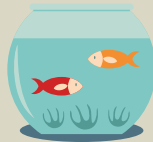
Until one has loved an animal, a part of one's soul remains unawakened.

- Anatole France -

About Me

A Portland native, I live on Mount Scott with my wife, four children (ages 22, 21, 17, and 15), four cats, two frogs, a snail and a pug. My family and I enjoy all Portland has to offer: OMSI & Zoo Membership, Food Carts, Saturday Market, and taking the Max to random places (just for fun).

My father and I have been a Portland Trailblazers season ticket holder since 2007. He retires this year and we have been told (mom and wife) that we cannot keep them unless I get a job. While I have other reasons for seeking work (health insurance and retirement), this is a major motivator!



I am a huge movie junkie. When I was in the forth grade my parents came and got me at school to see the opening show of Star Trek: The Wrath of Khan; a tradition I keep with my children.

Learn More...

Website: <http://shawnraloff.com>

Facebook: <http://www.facebook.com/sraloff>

Blog: <http://blog.shawnraloff.com>

Portfolio: <http://www.behance.net/sraloff>



References

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503-317-9516

Steve Kerian, Supervisor at VZN

712-223-1285, stevedakota@gmail.com

Jennie Fisk, Ex-Wife

509-675-5223

Mike Jefferies, Previous Vendor

503-724-6734, mjefferis@yp.com

Danny Blue, Former Client

503-473-5304, dannyblue26@gmail.com

Cesar Garcia, Former Employee

503-839-4118, champd81@gmail.com

Bob Wynkoop, Supervisor at CBC

206-384-8377, falstaff1066@yahoo.com

Lauren Burger, Former Client

646-629-9669, lb@lbc.com



I HAVE ACTED IN THREE MUSICALS AND FIVE PLAYS.