

Michelle Marie Sheahan, MBA, MA

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EXECUTIVE SUMMARY

Experienced Catholic ministry leader with a strong track record in project management, stakeholder engagement, and entrepreneurial undertakings. Proven ability to drive growth and expand support for Catholic organizations.

PUBLIC SPEAKER | PARTNERSHIPS LEADER | STAKEHOLDER ENGAGER

Career Highlights: * 450+ presentations delivered * Pioneered Rosary College's Launch, recruiting 20 students
* Advised 1,000+ Undergraduates at Georgetown University * Attended 10 Catholic Conferences in 2023 & 2024
* Managed Georgetown University parent board generating over \$3M in gifts * First-Generation graduate
* Stewarded 66,000+ Boy Scouts of America volunteers * Passionate about authentically Catholic education

StrengthsFinder: Maximizer, Ideation, Strategic, Empathy, Futuristic | **DiSC:** I (Influence) | **Myers Briggs:** ENFJ

Facilitator | Resource Leader | Marketing & Communications Savvy | Volunteer Manager | Strategic | Writer
Stakeholder Engager | Relationship Builder | Event Planner | Culturally Competent | Technically Proficient
Project Manager | Stewardship Planner | Content Creator | Innovator | Collaborator | Influencer | Connector

EXPERIENCE

Rosary College **Remote**
Program Director **Feb. 2024 - Present**

- Spearheaded Rosary College Fall 2024 launch, recruiting 20 students for our inaugural year
- Increased student and volunteer recruitment and engagement through targeted strategies
- Developed a CRM system using Google Suite and manage our MailChimp campaign, boosting our reach
- Established key organizational processes to streamline operations and support stakeholder relations efforts

BUSINESS CONSULTING **Remote**
Business Consultant **Feb. 2014 - Present**

- 09/2024 - current: consultant to National Catholic Singles Conference, to rebrand, and expand reach
- 12/2023 - 02/2024: conducted partnership outreach for the Chastity Project to expand national reach
- 05/2022 - 11/2022: streamlined operations for a Catholic school serving 250 families (370 children)
- 02/2022 - 05/2022 (DC & MD): consulted Catholic clients on nonprofit governance, fundraising, and events
- 12/2021 - 02/2022 (remote): read applicant files for Georgetown University MBA External Admissions
- 03/2020 - 03/2022: Zoom host for 70+ sessions, including Alpha, Good Will Network, and book clubs
- 09/2019 - 12/2019: advised partner of Luke's Lobsters to measure the viability of a new facility in Canada
- 02/2018 - 11/2018: acquired 50 patients per month; trained Office Manager on QuickBooks & Squarespace
- 02/2014 - 04/2014: managed 27 SPROCKIT executives at the National Associations of Broadcasters conference (100,000+ attendees); led interviews with sponsors: Google, Hearst, Univision, and Disney

Human Life International (HLI) **Remote**
Major Gifts Officer **2022 - 2023**

- Raised funds through personalized engagement with U.S. donors managing calls, video conferences, and in-person meetings utilizing Virtuous (CRM) and GivingDNA
- Conducted research on prospective donors, identifying new sources of funding and donor prospects
- Conference Representative: March for Life (DC), Care Net (AL), BABL (OH), EWTN (AL), Flourish Your Faith (FL), Midwest Catholic Family Conference (KS), Catholic Psychotherapy Association (CA), Legatus

GEORGETOWN UNIVERSITY, MCDONOUGH SCHOOL OF BUSINESS **Washington, DC**
Associate Director **April 2014 - Dec. 2017**

- Managed and grew the PAC increasing annual gifts from \$150,000 to \$500,000, with a one-time \$1.5M gift
- Led multi-city events, including board meetings in Rome and Los Angeles, strengthening donor relationships and increasing affinity for the university
- Advised 250 students annually in curriculum planning, career coaching, and facilitating connections
- Project manager for the Welcome Back party, Tropaia, the Entrepreneurship Fellows Program, and more
- Managed financials including gift reporting and reconciliation, and program and fundraising assessment

- CERTONA CORPORATION (SaaS, eCommerce)** **San Diego, CA**
Account Manager (Remote) **2013 - 2014**
- Trained and consulted new and existing clients using Zoom, WebEx, Skype, GoToMeeting, Salesforce
 - Clients included Bed Bath & Beyond, Nike, Zales, Forever 21, Ulta, and Brighton
- UNIVERSITY OF SAN DIEGO, School of Leadership & Education Sciences** **San Diego, CA**
Dean's Office Manager (Temp) **2012**
- Managed communications with stakeholders and logistics for Dean Paula Cordeiro and Dean's Suite Staff
- BOY SCOUTS OF AMERICA's NATIONAL CAPITAL AREA COUNCIL (NCAC)** **Bethesda, MD**
Director, Marketing and Communications for 100th Anniversary Campaign **2010 - 2011**
- Managed 100th-anniversary celebration logistics at Camp Snyder in collaboration with events committee
 - Co-directed 100th-anniversary campaign to 22,000 volunteers, 66,000 Scouts, staff, BSA board, parents
 - Managed Marketing Director, Graphic Designer, and IT Director
- COSTAR GROUP, INC. (SaaS, commercial real estate information)** **Washington, DC**
Business Development & Account Management, and Research **2006 - 2010**
Account Executive (New York, NY, & Atlanta, GA), 2008 - 2010
- Consulted, demoed, and trained hundreds of licensees virtually and in person on SaaS information tool
 - Ranked #1 of 110 sales reps during 2008 financial collapse; Book-of-business valued at \$1M
- Research Analyst II** (San Diego, CA office, Los Angeles market), 2006 - 2008
- Verified 171 data fields via multiple sources; published 644 lease comps, 361 sale comps, & 1,701 listings
 - Wrote 45 news stories for CoStar's website and global e-blast marketing campaign
- EMERALD PUBLICATIONS** **San Diego, CA**
Inside Sales Consultant **2004 - 2006**
- Sold \$300,000 of customized financial marketing tools to financial advisors
 - Project manager for client publications - routed project folders through creative, sales and QA departments

ENTREPRENEURIAL EXPERIENCE

- MICHELLE'S KIDS OF NORTHERN VA (NOVA)** **Fairfax, VA**
Founder **2011**
- Developed and led a 4-month music therapy program for 11 children with autism, overseeing 12 weekly practices and a final concert for 100 attendees. Recruited 2 therapists, 11 families, and secured donor support.*

EDUCATION

- MA, Georgetown University**, Washington, DC - International Business & Policy **2017**
McDonough School of Business and Walsh School of Foreign Service
- **Capstone Project:** Global Innovation Network - evaluate network growth opportunities for global reach
 - **International Modules:** Santiago, Chile, and Frankfurt, Germany
 - **Site Visits:** European Central Bank, Panamanian Embassy, Singapore Embassy, The World Bank, International Monetary Fund, Goethe University Frankfurt, Start-Up Chile, ProChile, Oxfam
- CASE, Summer Institute in Educational Fundraising**, Dartmouth College **2015**
- MBA, California State University**, San Marcos, CA - Business Administration **2008**
- BA, Simmons College**, Boston, MA - Public Relations & Marketing Communications (Minor, Psychology) **2003**
- Study Abroad, Griffith University**, Gold Coast, Australia - International Marketing **2001**

TECH SKILLS

Communications: Slack, Zoom, Constant Contact, WebEx **CRM:** Virtuous, Salesforce, Goldmine, GivingDNA
Budget: PeopleSoft, Workday **Operations:** Google Suite, Adobe, Office, Dropbox, Front, Loom, WordPress

VOLUNTEER

2024 & 2022: National Catholic Singles Conference Volunteer **2024 & 2023:** Christ on Main Committee Member
1999 - Present: The Catholic Church - Lector, Eucharistic Minister, Healing Prayer Minister **2019:** Whatever It Takes (WIT) Mentor to Youth Entrepreneurs **2015 - 2017:** Georgetown University Choir for Kennedy Center events

"Her interaction with professional staff and dedicated volunteers was a standout characteristic of her style."

~George Farris, Retired US Army Foreign Liaison Officer, Special Forces Operative (40 years)