

LISA PACKARD

NONPROFIT | MARKETING | RETIRED

PROFILE

A Jack-of-All-Trades at heart, my life and work experiences have placed me on all but two continents and created an intersectional skillset. I have a depth of knowledge of several industries, worked with nearly every kind of person and, since I am retired, I successfully dodged every bullet.

EXPERIENCE

EXECUTIVE DIRECTOR | 2014-2020

Eau Gallie Arts District Main Street

Sole employee and director of an award-winning and fully accredited Florida Main Street program. My position coordinated all activities among the stakeholders within a downtown commercial district revitalization area program. We juggle people, personalities and politics around the clock. We bridge the gaps, find common ground, keep everyone excited about project, goals and events, but most importantly, leave the ego and agenda at the door. We usually feel overwhelmed and like failures most of the time, but we keep at it.

- From 2010-2020, Eau Gallie's CRA increased in value by 58%.
- Awarded "Top State Supporter" Highest Honor from State of FL 2016

DIRECTOR OF MARKETING | 2007-2010

Lindsay Automotive Group

Managed and executed all marketing, corporate activities and event planning for family-owned auto dealership with multiple brands, including Lexus.

- Created a special event with the city animal shelter which was shown on *Good Morning America*
- Recognized twice for marketing initiatives by smart USA and Lexus corporate headquarters

TEAM-IN-TRAINING COORDINATOR | 2002-2004

Leukemia & Lymphoma Society Regional Office

GOVERNMENT RELATIONS COORDINATOR | 1998-2002

National Association of Elementary School Principals

EXECUTIVE ASSISTANT TO MANAGING DIRECTOR | 1982-1987

ProServ / Advantage International (now Octagon Sports)

LEGAL SECRETARY | 1977-1982

At two DC law firms; assisted with two Supreme Court cases led by the U.S. Solicitor General and former Dean of Harvard Law School

www.CAMOLETE.com

CONTACT

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EDUCATION

GEORGE MASON UNIVERSITY

BSW/Social Work

Social Work Class President

1990 with Honors

GEORGE MASON UNIVERSITY

Masters Program/M.Pa.

2009-2010 (no degree)

ROLLINS UNIVERSITY

Center for Philanthropy

Nonprofit Certificate Courses

2012-2016

CIVIC

Brevard Cultural Alliance, Board of Directors, 2019-21

Space Coast Pride Board of Directors, 2015-2016

Eau Gallie Arts District Board of Directors, 2011-2012

Space Coast Honor Flight,

Volunteer, 2012, Designed

Commemorative Coin, 2013

OTHER

Commission for Derek Gores,

Cook Childrens Hospital, 2015

Oleander Vintage Market 2010

SKILLS

- Nonprofit Management
- SquareSpace Web Design
- Adobe Illustrator
- Microsoft Suite
- Graphic Design