

Jacqui Corsi, PCM

414.315.7073
jacquicorsi@icloud.com
linkedin.com/in/jacquicorsi/

A dynamic leader, accomplished fundraiser, marketer, and communicator who has achieved positive outcomes in every position. Known for integrity, building trust, driving brand growth through storytelling, maximizing operational excellence, community engagement, and financial performance delivery.

Non-Profit Leadership and Public Relations Accomplishments

- Secured \$200k matching grant to create newly redesigned website and visitors guide.
 - Led marketing efforts for 10th annual Stroll on State with attendance over 70,000.
 - Developed marketing campaign which led to most successful Restaurant Week.
 - Created a sustainable future by clearing art center's debt.
 - Raised over \$4 million for operations and programming by building donor and sponsor relationships and increasing sales and events at arts center.
 - Responsible for successful grant writing, funding up to 80% of operating budget.
 - Built a team atmosphere with up to 40 staff and 100 volunteers at arts center.
 - Created diverse programming calendar of art exhibitions, classes, readings, and concert series.
 - Directed major events including fundraising galas and major outdoor concerts requiring engagement and approval by local municipal officials.
 - Held expenses steady while increasing programming through robust sponsorship program and diligent budget management.
 - Engaged regularly with board of directors, committees, members, donors, sponsors, civic organizations achieving required positive outcomes.
-

Skills

Adobe Creative Suite, MailChimp, Constant Contact, Microsoft Office including Word, Excel, Teams, and PowerPoint, and Prezi, Monday.com, WordPress, Simpleview (CMS and CRM), Voyage+ (data intelligence) and Blackbaud Altru (CRM).

Marketing & Communications Accomplishments

- Increased membership, engagement, and attendance (50 to 400%) at nonprofit arts center due to strategic and data-driven marketing, including storytelling, segmentation, and customer-centric focus.
 - Increased gross revenue 71% at nonprofit arts center in a five-year period.
 - Income from rental business at arts center rose 40% through relationship building and targeted marketing during five-year period.
 - Hired to create the brand and manage the launch of a newly renovated and expanded \$6.5 million arts.
 - Received International Economic Development Council Award for video project highlighting seven industries ripe for growth.
 - Earned American Advertising Award for marketing promotion on business growth.
 - Professional Certified Marketing, American Marketing Association since 2012.
-

Professional Community Involvement

- Board of Directors member for Rockford Art Museum since 2023
- Graduate of Leadership Rockford, Class of 2022-2023

Professional Experience

General Manager – Fitzgerald Funeral Home & Crematory

Rockford, IL, 2023 - 2024

Plan, and execute events and gatherings that build brand and business for family-operated funeral homes. Monitor reputation, oversee social media and PR efforts. Lead team of 40 in providing premier hospitality and customer service to over 600 families annually. Direct Preneed team ensuring goals are met and team functions at a high level.

Vice President of Marketing – Rockford Area Convention & Visitors Bureau

Rockford, IL, 2022 - 2023

Secured \$200k matching grant for new website and visitors guide. Developed two annual strategic marketing and communication plans. Created content for website, newsletters, quarterly reports, and media releases. Worked with local, regional and national media to promote the region as a destination. Coordinated marketing efforts and collaborated with outside vendors for social media and graphic design.

Executive Director/Director of Marketing - Thelma Sadoff Center for the Arts, Inc.

Fond du Lac, WI, 2012 - 2021

Promoted by the Board of Directors to Executive Director from Director of Marketing. In 10 years under my leadership, the organization went from near obscurity to a thriving arts center with over 400 events a year.

Director of Marketing and Attraction - Fond du Lac County Economic Development Corporation

Fond du Lac, WI, 2010 - 2012

As Director of Marketing and Attraction marketed Fond du Lac County as a great place to do business. Planned and executed Annual Evening and other networking events for business leaders and entrepreneurs.

Marketing and Events Coordinator - Washington County Fair Park, West Bend, WI, 2009 – 2010

As Marketing and Events Coordinator, managed over 350 events per year. Resources were maximized after implementing first online ticketing software and first online system for student project submission process.

Reporter - Milwaukee Journal Sentinel, Milwaukee, WI, 1997 - 2009

Storytelling with accuracy and empathy, a reporter for breaking news and general assignment. Coordinated video, photography, graphics, and copy related to various articles. Maintained relationships with sources. Wrote blog and posted on social media.

Adjunct Instructor - Carroll University, Waukesha, WI, 2009 – 2010

Adjunct instructor for three semesters, leading undergraduate communications class through all forms of content creation including press releases, copywriting, newspaper, radio, and television. Created a network with local businesses and organizations for students to gain internships and experience.

Education

Master's degree – Carroll University, Adult Education, Programming Planning

Bachelor's degree – University of Wisconsin – Madison, Journalism