
Jonna Jobseeker

Partnerships and Development Manager

New York City (seeking fully remote opportunities)

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ABOUT JONNA

- 5 years of business development and proposal writing experience plus 5.5 years of program management experience
- Wrote and managed the end-to-end creation of 80+ proposals
- Won \$4.5 million in funding through capture planning

EXPERIENCE

Founder and Lead Consultant @ Purpose Consulting (part-time)

JULY 2023 to PRESENT

I help early-stage nonprofits and companies for social good improve operations and grow.

- **Mason Surrogacy:** a full-service surrogacy agency dedicated to providing the highest level of professional, ethical, and personal support.
 - **Drive operational scalability by auditing and improving processes** (intake, screening, and matching).
 - **Support and counsel** Brownstone personnel on future hiring plans, including sourcing, assessing, and onboarding.
 - Develop social media content strategies, enhancing engagement.
- **The Coming About Project:** workshops that ignite radical perspective shifts, change, and authenticity. This is a “soft launch” for a new business.
 - **Established clear roles and responsibilities** among a distributed team and managed program logistics to launch a workshop that met co-founders' vision (secured venue and supplies, negotiated costs).
 - **Managed day-of logistics for smooth operations** and a memorable attendee experience.
 - A post-workshop evaluation revealed that **80% of attendees strongly desired additional workshops**.

Sabbatical for cross-country move

SEPTEMBER 2022 - JULY 2023

- Sold our home and moved cross-country to be closer to family.
- Volunteer at BloomAgainBklyn: flower arranging and CSR events.

Program and Operations Director @ Southeast Surrogacy Center

APRIL 2017 - AUGUST 2022

Leading surrogacy agency that matched 1,333 gestational surrogates, resulting in the births of ≈150 babies each year.

- **Operational Excellence with Salesforce:** Created the first-ever SOPs, protocols, and KMS. Analyzed KPIs and continuously improved processes.
- **Cut wait times massively, driving revenue growth:** Mapped customer journey with the team and re-designed process from the ground up. Automated repetitive, time-consuming tasks, allowing time for more personalized outreach. This reduced client wait times from 180 to 90 days, resulting in transformational revenue growth.
- **Streamlined case evaluation:** Created "The Guidebook," a comprehensive digital repository of industry-specific compliance information, medical guidelines, eligibility criteria, workflow guides, and standard operating procedures that supported a distributed team.
- **Led surrogate recruitment expansion:** Expanded program territory from 4 to 15+ states in 2 years. Became an expert and ensured compliance in a complex environment including the surrogacy governing body, medical criteria of 24+ clinics, legal statutes of 15+ states, and 24 mental health professionals in 6 states.
- **Matchmaker for surrogates and families:** Each Wednesday, sat down with the Founder, Director of Case Management, and Sales Manager to match surrogates with families. Matched 25 surrogates a month.
- **Team Builder:** Pioneered talent development paths, delivering coaching, mentoring, and targeted training, leading to 3 promotions.

Business Development Coordinator and Proposal Specialist @ AECSystems

MAY 2015 - APRIL 2017

A civil engineering firm that plans, designs, and oversees transportation projects.

- **Wrote 80+ proposals and led capture planning**, winning \$4.5 million in funding.
- Coordinated cross-departmental opportunity analysis to measure pursuit feasibility against proposal requirements, technical fit, and win potential.
- **Copy-edited 12-15 contributors** into a consistent voice and brand.
- **Coached 9 sales engineers** in the Southeast and Western U.S. to improve sales presentations, winning more business.

Leapley Construction

JUNE 2013 - MAY 2015

A woman-owned general contractor specializing in commercial interiors.

Marketing Coordinator

- **Wrote 35 sales proposals in 2 years**, winning \$7 million in funding.
- Designed a new proposal writing process.

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- **Built a KMS for marketing collateral and a design library.** Went from 2 proposals/month to 6 proposals/month.
 - **Designed and wrote the first-ever internal newsletter**, fostering company-wide engagement by strengthening ownership of work and building cross-functional efficiencies.

Executive Assistant

- Led CEO's health/wellness initiatives and business ventures.
- **Managed end-to-end planning for 25 events**, from conceptualization and budgeting to post-event evaluation, for 10–100 attendees.

EDUCATION

Arts Administration @ State University (with Honors)

JANUARY 2003 - DECEMBER 2012

- Attended community college part-time while managing my family business.
- Transferred to State and continued to work while studying.
- Graduated from the Honors College, completing 80 hours of coursework in 2012 to earn my Bachelors.

SKILLS

Tech: Salesforce CRM, Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Deltek Vision, Orchid JMS

VOLUNTEERING

- Little Brothers - Friends of the Elderly (New York City): One-on-one Friendly Visitor
- BloomAgainBklyn: Flower arranging and CSR events
- Catchafire: Assists nonprofits with mission-critical projects to advance their mission and goal

PERSONAL

Brazilian Jiu Jitsu, costuming & SFX makeup, singing & voiceover, cooking, baking, gardening, cats