

# Joel McDonald

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*Operations leader with a proven track record in nonprofit management, strategic planning, and process automation. Successfully led teams, optimized workflows, and improved stakeholder engagement. Expertise in budgeting, fundraising, and system implementations that drive organizational growth and sustainability.*

## Professional Experience

### **National Association of Peer Supporters**

*Web Manager*

May 2023 to February 2025

- Maintained website functionality, performance, and security.
- Developed or implemented new functionality, including a job board, member dashboard, member directory, event registration, and learning management system.
- Oversaw the implementation and customization of Salesforce for event management, ensuring seamless integration with website and external systems to improve data-driven decision-making.
- Served as point-of-contact for members with website-related issues, including account access, payment of dues, and event registration.
- Planned and supported conferences by implementing Whova, providing attendee support, and facilitating virtual and hybrid sessions.
- Automated processes, including event resource creation and regular data reporting from multiple platforms.

### **Affirmation: LGBTQ Mormons, Families & Friends**

*Director of Operations*

February 2020 to March 2023

- Assisted the Executive Committee and Board of Directors in working to fulfill the organization's mission by providing date-to-day operational support.
- Developed and facilitated training and resources for volunteer leaders internationally.
- Led a global team of volunteers to deliver virtual and in-person conference programming.
- Ensured appropriate accounting of revenue and expenses and accurate financial reporting in collaboration with the treasurer and drafted the annual budget.
- Developed and facilitated the adoption of processes and policies to improve organizational operations.
- Developed and implemented automation strategies for donor and membership data processing, improving efficiency and accuracy in reporting.
- Planned and executed fundraising campaigns, increasing monthly giving and donor engagement.

## **Affirmation: LGBTQ Mormons, Families & Friends**

*Online Content and Data Manager*

November 2017 to February 2020

- Improved website user experience through design and development improvements in collaboration with volunteer users, guided by analytics.
- Curated, wrote, and edited content for publication on the website and email newsletter in collaboration with Spanish and Portuguese content managers.
- Implemented Salesforce as CRM for collecting and reporting subscriber, donor, and member data.

### **Skills Overview**

- **Operations & Strategy:** Project Management, Strategic Planning, Process Automation, Problem Solving
- **Data & CRM Management:** Salesforce, CRM/Data Management, Web Analytics
- **Digital & Communication Tools:** Microsoft/Google Suites, Digital Communications
- **Creative & Web Development:** Graphic Design, Video Editing, Web Programming, AI-Assisted Development

### **Educational History**

- **Old Dominion University**, Norfolk, VA, 2020 - 2024  
*Master of Public Administration, Nonprofit Management*
- **Old Dominion University**, Norfolk, VA, 2010 - 2014  
*Bachelor of Science, Political Science, Impact of Technology*
- **The University of Phoenix**, Online, 2006 - 2008  
*Associate of Arts, Information Technology*