

# MARIA SUNDEEN

## Contact

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## Strategic Communications & Media Production.

Accomplished business and communications strategist with a solid background in developing, conceptualizing and implementing business programs, media and communications. Includes creation of communications plans and materials, broad media background, and production expertise. Adept at creative messaging, outreach, and production across government, media, and grassroots channels.

- 15+ years in strategic communications
- Cultural storytelling & engagement
- Government & policy experience
- High-level communication & presentation expertise
- Ability to forge and maintain strong relationships with senior executives, creatives, media, and vendors
- Expertise in planning integrated campaigns and new business lines
- Background working with diverse industries on critical issues

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## Education

### Master of Arts (MA) – International Policy & French Studies

Monterey Institute of International Studies, Monterey, CA

- *International Business* – L'Institut de Formation Internationale (IFI) / NEOMA, Rouen, France

### Bachelor of Arts (BA) – Journalism

Cal Poly Humboldt, Arcata, CA

- *International Communications* – Uppsala University, Uppsala, Sweden

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## PROFESSIONAL EXPERIENCE

### Senior

#### Communications Strategist

Plan and manage strategic communications for a legal nonprofit advocating for economic and racial equity. Includes research and writing on social and legal issues, and successfully pitching stories to regional and state-wide media. Crafted the Strategic Communications Plan to include short and long-form narratives, social media expansion, solidified branding, and increased use of technology.  
WESTERN CENTER ON LAW & POVERTY, California (2024-Present)

### Manager, Grants & Digital Communications

Managed fundraising initiatives and grant writing, resulting in successful acquisition of funding for supportive housing for homeless and low-income families. Led the program and marketing teams to identify new opportunities and unique mechanisms to collaborate – including board facilitation. Created a high-level communications campaign, contributing to increased engagement and grant success rates. Researched new sources of funding and funding availability. Brought in \$350k in federal government grants.  
MANY MANSIONS, Thousand Oaks/Remote, CA (2020-2022)

### Principal Administrator, Marketing

Planned and managed communications, programming, outreach, and events for a municipal city department. Managed the ReflectSpace Museum Gallery, including the creation of relevant programs such as artist panels, author talks, community events, and film screenings. Developed two-year Urban Arts Work Plan as the city Arts and Culture Commission liaison. Cultivated partnerships with peer arts & culture organizations.  
LIBRARY, ARTS & CULTURE, Glendale, CA (2018-2020)

### Marketing & Communications Director

Strategic planning and execution of all communications for a \$9 billion nonprofit government GSE cooperative. Managed all public & media relations, photo/video production, printed and digital communications, branding, and social media across six states with a budget of \$3.8 million across six states and the western regional of the U.S. Crafted news articles, policy documents, media releases, newsletters, and web content. Served as liaison to regional and national policy team. Directed a video series for cable and web broadcast.  
AMERICAN AgCREDIT, Santa Rosa, CA (2008-2017)

### Director of Development & Marketing

Created and managed communications and development programs for a regional museum. Managed advertising, marketing and outreach, including extensive earned media. Developed membership drive, online giving, and media programs. Wrote government, corporate, and foundation proposals, and PR for exhibits and education programs. Worked with local tribe to store repatriated archival materials from the Smithsonian.  
SONOMA COUNTY MUSEUM, Santa Rosa, CA (2006-2008)

**Senior Manager / Partner**

Planned and managed client projects for a national consulting firm. Identified opportunities for building outreach and awareness, and created identity programs. Responsible for writing, research, public & media relations, outreach, & collateral development. Worked with Center for Judicial Excellence, Marin General Hospital, the Alaska Federation of Natives, etc.  
KATHLEEN RUSSELL CONSULTING, San Rafael, CA (2004-2006)

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**FREELANCE WORK**

**Strategy & Media Consultant**

MUSEWORKS, California/Remote (2005-Present)  
Write and develop strategic communications and creative projects for nonprofits, museums, films, etc. Worked with Engage Productions, Gamechanger Films, International Latino Film Festival, and Pivohound Communications, a crisis communications firm.

**Promotions Productions**  
(Exhibit. Nonprofit. Performance. Teaser.)

- "We Are Traffic" — Live performance video for exhibition at the Edinburgh Fringe Festival, 2021
- ReflectSpace Exhibit promo spots — Produced for ReflectSpace Museum Gallery, 2018-2019
- "Ag Education" Series — Produced for American AgCredit, Broadcast on PBS (90 second spots)
- "Generations," Series — Produced for American AgCredit, Web shorts (2-4 min spots)
- "Kawit Legong: Prince Karna's Dream" — Live performance production. Broadcast on UCTV.
- "Hernando de Soto: Development Within the Global Economy" — Produced for the Alaska Federation of Natives (AFN), including animated segments

**Select TV & Film Productions**

PRODUCER **"Save Yourself!"** (Gamechanger Films)  
Creative and development producer for a hybrid documentary on climate justice and activism within BIPOC communities. Created and authored promotional material — Film bible, Pitch docs, Production summaries, Sizzle video, etc. Managed research team & archival assets. Shot government and community interviews in California, North Carolina, and Nevada. *\*on hiatus*

CONSULTING PRODUCER / PRODUCTION ASSOCIATE (Frame of Mind Films)

- **"The Great 14th: Tenzin Gyatso, The 14th Dalai Lama In His Own Words"** — Advisor/Consultant for oral autobiography told through intimate conversations and previously unreleased archival footage and images. *\*Emmy nominated, 2022 re-release*
- **"Women of Tibet: The Great Mother"** — Award-winning documentary exploring the life and times of Dekyi Tsering, the mother of His Holiness the 14th Dalai Lama. Directed b-roll segment. *\*TELLY award winner featured on PBS, released in 2006*

ASSOCIATE PRODUCER **"A Fashion Tale"** (Vice Media for Disney+)

Research and writing for a 4-episode hybrid show on diversity, culture, and fashion in 100 years of Disney. Developed story content. Acted as Disney brand liaison and lead for collaboration partnerships. Research lead— Led 3 researchers & archivist to identify topics, issues, and sources. Wrote and designed deck for episode summaries. *\*cancelled*

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**Technical Skills**

**Computer**

Mac/PC: Office (Word, Excel, PowerPoint)  
G-Suite (Drive, Docs, Sheets)

**Web**

AirTable  
Asana  
Google Analytics  
Social Media  
Salesforce (CRM)  
Meltwater (media monitoring)

**Languages**

French  
Swedish

**Digital & Design**

Adobe Creative Suite: InDesign, Illustrator, Premiere  
Content Management: Wix, Weebly, WordPress  
MailChimp / Constant Contact  
Canva