

# CALLIE BIRDSALL-CHAMBERS

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## Communications & Marketing Executive

Public Relations | Crisis Communications | Brand & Growth Strategy | Organizational Messaging

Strategic communications and marketing executive with more than 25 years of experience leading brand, communications, and engagement strategy for complex organizations. Trusted advisor to CEOs and boards, known for guiding organizations through high-visibility moments while building integrated marketing and communications programs that drive growth, strengthen reputation, and deepen stakeholder engagement. Proven leader in aligning communications, marketing, and fundraising efforts to support organizational priorities and deliver measurable organizational impact.

### SELECTED IMPACT

- Led integrated marketing and communications strategies supporting multi-million-dollar fundraising, membership, and engagement initiatives across statewide and multi-location organizations
- Served as primary spokesperson and communications lead during high-visibility and sensitive situations requiring coordinated public messaging and stakeholder engagement
- Built and led high-performing marketing and communications teams responsible for brand, media, digital, and campaign execution
- Directed brand positioning and messaging strategies that increased organizational visibility, participation, and community engagement
- Developed crisis communications frameworks and response protocols used to guide leadership decision-making during complex organizational challenges
- Guided executive communications and board-level messaging to support organizational strategy, growth, and stakeholder confidence

### CORE LEADERSHIP STRENGTHS

- Executive Communications & Thought Leadership
- Public Relations & Media Strategy
- Crisis & Issues Management
- Brand & Reputation Management
- Integrated Marketing & Campaign Leadership
- Fundraising & Revenue-Supporting Communications
- Stakeholder & Community Engagement
- Organizational Messaging & Narrative Development
- Team Leadership & Cross-Functional Collaboration
- Strategic Planning & Communications Systems

### PROFESSIONAL EXPERIENCE

#### VICE PRESIDENT OF MARKETING & COMMUNICATIONS

**Encircle: LGBTQ+ Family & Youth Resource Centers | Utah | 2022 - Present**

*Lead organization-wide marketing and communications strategy for a multi-location organization providing mental health services and community-based programming.*

*Serve as executive communications advisor to the CEO and leadership team while directing brand, media, marketing, and engagement strategies that support program participation, donor growth, and organizational visibility.*

#### Selected Contributions

- Lead integrated marketing and communications strategies supporting fundraising campaigns, community engagement, and program participation
- Direct public relations and media strategy, serving as primary organizational spokesperson

- Guide communications during complex and high-stakes situations requiring coordinated public messaging
- Oversee brand positioning, digital marketing, and campaign strategy across multiple audiences
- Align marketing and communications efforts with development and program teams to support participation goals
- Lead and mentor marketing and communications staff while managing agency and creative partnerships

**CHIEF MARKETING & MEMBERSHIP OFFICER / VICE PRESIDENT OF MARKETING & COMMUNICATIONS**  
**Girl Scouts of Utah | 2017-2022**

*Directed statewide marketing, communications, and brand strategy for a large regional organization serving families and communities across multiple states.*

*Led integrated marketing and communications programs supporting membership growth, fundraising initiatives, and brand visibility across diverse audiences.*

**Selected Contributions**

- Led marketing and communications strategies supporting membership growth, program participation, and revenue generation
- Directed brand positioning and campaign strategy across statewide audiences
- Served as organizational spokesperson and media contact for public-facing communications
- Guided executive messaging and communications strategy for leadership and board engagement
- Oversaw digital marketing, content strategy, and community outreach initiatives
- Built and led a high-performing marketing and communications team supporting statewide operations
- Selected to serve on the Girl Scouts of the USA National Marketing Advisory Committee, contributing to national brand strategy

**COMMUNICATIONS & PUBLIC RELATIONS MANAGER**  
**Salt Lake County Parks & Recreation | 2013-2017**

*Led strategic communications and marketing initiatives for one of the county's most visible public-facing divisions.*

*Served as Public Information Officer and spokesperson responsible for media relations, emergency communications, and public messaging.*

- Led marketing and communications campaigns promoting programs, services, and community initiatives
- Managed communications during emergency and high-profile public situations
- Advised leadership on messaging strategy involving political and community sensitivities
- Directed digital communications, website content, and social media strategy

**PRESIDENT & CEO**  
**South Salt Lake Chamber of Commerce | 2012-2013**

Provided executive leadership for a regional business organization focused on economic development, membership growth, and community engagement.

**ASSISTANT PROMOTION MANAGER**  
**WANE-TV, CBS Fort Wayne | Fort Wayne, Indiana | 2004-2010**

Developed and executed marketing campaigns, promotions, and media engagement initiatives supporting audience growth and brand visibility.

**TECHNOLOGY & SYSTEMS**

- Adobe Creative Suite, Canva, Salesforce, HubSpot, CRM and CMS Platforms, Digital Analytics and AI Tools

**EDUCATION**

B.A. Mass Communication | University of Utah | Public Relations, Marketing, and Broadcast Journalism