

NISHA SINGH

San Francisco, CA 94105 | nishasin@gmail.com | 415.710.8248 | [linkedin.com/in/nishasingh](https://www.linkedin.com/in/nishasingh)

Head of Marketing | Social Impact Nonprofits, Technology

Proven success delivering marketing strategies that transform brands, engage customers and increase market share and revenue for nonprofit and B2B and B2C companies. Builds high-performing go-to-market capabilities to create compelling experiences and programs that influence consumer perception and behavior. Collaborative partner to leadership and key stakeholders who leverages data-driven decision making to optimize marketing efforts and maximize ROI and impact. Offers a unique combination of communications and performance arts expertise with a commitment to social justice and equity and promotes a strong culture that drives creativity and innovation while furthering the organization's mission.

AREAS OF EXPERTISE

Strategy & Planning	Performance & Growth Marketing	Media Relations
Revenue Generation	Social Media & CRM	Team Leadership
Brand Development & Management	Lifecycle Marketing	Event Marketing
Change Management	Fundraising	Community Engagement & Growth
Design Thinking & User Experience	Marketing Automation	Social Impact
Go-to-Market Planning	Data, Analytics & Insights	Performance & Public Speaking

PROFESSIONAL EXPERIENCE

Catalyst | San Francisco, CA and Remote

2022 – 2024

Senior Director, Head of Marketing 2023 – 2024

Senior Director of Marketing 2022 – 2023

Led go-to-market strategies across marketing, brand, product, channel and events to build awareness, adoption and engagement for this global nonprofit driving workplace change and advancing women from the frontline to the C-Suite. Delivered initiatives to position Catalyst as premier thought leader among new and existing audiences and increase acquisition and retention, while ensuring brand consistency and alignment with organization's 3-year strategic plan. Managed agency partnerships to create impactful visual, brand and messaging campaigns, and directed paid media programs to optimize ROI. Oversaw a marketing budget of \$500K, ensuring efficient allocation of resources to maximize impact while containing costs. Managed, coached and developed a high-performing team of 7 directors, managers, producers and associates.

- **Drove revenue by boosting MQLs and achieving 93% conversion rate in FY '24**, developing impactful growth marketing programs that improved conversion effectiveness by 4x and generated \$1.5M.
- **Launched successful marketing campaigns** for tier 1/premier events that enhanced brand awareness and engagement and achieved 100% of revenue targets, generating \$2M - \$3M in new revenue.
- **Established Men Advocating Real Change brand as leader** in gender partnership and driver of societal change through strategic thought leadership, media outreach and targeting high-profile events.
- **Led go-to-market launch of Frontline Employees Initiative and Digital Frontdoor**, empowering women's career growth and enhancing user experiences through personalized features, learning journeys and community engagement, advancing DEI goals and retention.
- **Repositioned organization's value proposition to align with strategic priorities** and ensure effective messaging, and developed comprehensive audience personas to guide strategic marketing, positioning and product decisions.

Director of Marketing

Directed marketing strategy and brand awareness efforts with a \$100K budget, driving ROI through omnichannel campaigns across social media, CRM, performance marketing, content and e-Commerce. Collaborated with cross-functional teams to align with OKRs and fundraising goals, and managed and mentored a fully remote team of marketing, social media, digital design and content associates.

- **Developed lifecycle marketing strategy to optimize audience segmentation**, leveraging automated communications to improve engagement and reduce churn.
- **Created and executed critical fundraising campaign** to respond to urgent needs in Middle East and Latin America, encouraging monthly donors to increase contributions and driving \$380K in revenue.
- **Recognized with Spirit of Philanthropy Award in 2021** by the Association of Fundraising Professionals, Golden Gate Chapter.

Luna Vineyards | Napa Valley, CA

2016 – 2020

Director of Marketing & Communications

Led strategy for marketing, communications and brand for this producer of fine Italian wines with \$6M in annual revenue. Developed national marketing, events and public relations campaigns to expand outreach, maximize awareness and drive sales for a 20-item product line with a \$400K annual marketing budget. Increased customer engagement through loyalty programs and leveraged product, market and customer data analysis to identify business development opportunities and meet P&L objectives. Directed a team of 3 including a web developer, social media manager and graphic designer.

- **Led rebranding initiative** uniting fine wine and trade divisions under a cohesive brand umbrella that highlighted sense of cultural and place, driving product sales and increasing market share.
- **Innovated new DTC marketing strategies**, delivering rich on-site experiences through product and winery history, environment, and interaction with winemakers that grew customer base by 25%.
- **Leveraged inbound marketing and audience segmentation** to drive customer engagement and conversion, improving website traffic and social media followers by 15% and increasing membership.

Chromium Group | San Francisco, CA

2015 – 2016

Branding & Marketing Consultant

Provided branding, marketing and communications strategies for clients in financial services, healthcare and lifestyle industries. Optimized advertising and digital programs, public relations and marketing communications using market and consumer research, data analytics and insights and content development to increase brand awareness, broaden engagement and audience reach. Collaborated across brand, client relations and business development teams to expand accounts and increase revenue.

- **Led end-to-end strategy for Fannie Mae**, defining positioning, value proposition and cohesive messaging across all communications to ensure alignment across products, divisions and channels.

Movement Exchange | San Francisco, CA

2013 – 2015

Founding Member, Program Director

Created this organization and mission to affect social change through dance, joy of movement and creative expression. Developed community outreach programs, recruited talent, managed business operations, directed marketing initiatives and collaborated cross-functionally on programming, production and quality standards.

- **Successfully recruited dancers and social change artists** to engage in productions and initiatives.
- **Led grassroots fundraising campaign** in collaboration with international stakeholders and partners in Panama and India, raising over \$50K through Indiegogo.

Managed digital marketing and social media campaigns for entertainment industry brands. Developed strategies to leverage brands across platforms and enhanced content and SEO to improve customer engagement and drive ROI.

- **Leveraged social media to optimize customer engagement** by driving e-Commerce and promoting films, watch parties and music releases through customized technology.

Created, executed and managed content marketing strategy across email marketing, campaign development and execution, social media, website development and media relations. Collaborated with CEO and President to develop marketing and messaging for cutting edge app technology to support promotions and sales.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Fine Arts (MFA) in Theater and Contemporary Performance – Naropa University
Bachelor of Science (BS) in Business Administration/Marketing – San Jose State University
Somatic Education Certificate – Moving On Center, School of Participatory Arts

BOARD MEMBERSHIPS, ASSOCIATIONS & COMMUNITY

Board Member and Performance & Hiring Committee – Crowded Fire Theater, San Francisco, 2024 – Present
Board Member – FOGG Theatre, Project B San Francisco, San Francisco, 2016-2020
Adjunct Faculty Member, Drama Department – Contra Costa College, 2020-2021
Volunteer for Sponsorships, Grants, Jury – United Nations Association Film Festival, 2007-2012