

Sheri L. Kurdakul

P: (609) 510-9156 | E: SheriKurdakul@me.com | LI: [linkedin.com/in/sherikurdakul/](https://www.linkedin.com/in/sherikurdakul/) | W: SheriKurdakul.com/sheris-work

SUPERPOWER

I am a Community Builder and Marketing Strategy Jedi that brings order to data to support social impact movements that scale.

SKILLS & EXPERTISE

Marketing & Communications • Project Management • Budget Management • Event Development and Management
Analytics • Marketing Automation • Contact Relationship Management (CRM) • Donor Management Systems (DMS) • Compliance Management • Data Privacy • GDPR Compliance • Public Speaking • Community Engagement • Social Media Marketing • Brand Messaging • Team Leadership • Search Engine Optimization (SEO) • Adobe CC • Video Production • Google Business Suite

EXPERIENCE

EBinRA, Inc., dba. VictimsVoice

Chief Executive Officer & Co-Founder

2018 - Present

Built a multiple award-winning legal tool for domestic violence and stalking.

Drove organic marketing to successfully activate users in all 50 states.

Executed full-cycle onboarding for government, nonprofit, and healthcare distributors in 43 US states, as well as Native American organizations serving over four Indian nations.

Unsolicited, was covered in major US and international media outlets, including CBS New York and Reuters. Invited speaker for national and international association conferences.

KnoWEwell, BeWise, NJ Farm to School Network

Marketing and Operations

2011 - 2019

Built and executed go-to market systems and strategies for early-stage startups in the small business, health & wellness, and agriculture and education industries.

Drove organic marketing to build and scale community followers Managed global teams of marketing and technical staff.

Holistic Business Solutions

Founder and Principal

2013 - 2018

Built fully integrated CRM systems to coordinate operations, sales, marketing, financial, and inventory management systems for the following sectors: manufacturing, education, charity, consumer products, fitness, agriculture, hospitality, legal.

Managed operations and built mobile app for the 2014 – 2016 National Farm to Cafeteria Conferences. This included over 1,100 attendees, 280 speakers, 13 concurrent sessions, 9 off-site field trips, and 5 continuing education workshops.

RVCF, formerly VCF

Director of Sales and Marketing

2009 - 2015

Member-based professional organization. Increased revenue by double digit percentages year-over-year while reducing expenditures over \$15,000 for their annual event. Enhanced brand recognition and engagement through increased social experiences in the digital space, as well as monthly podcasts and webinars, and multiple live events. Maintained membership loyalty and expanded new members through creative sponsor opportunities and exceptional customer service.

Starbucks Coffee Company

Store Manager, District Community Ambassador and Regional Management Coach Mentor

2005 - 2009

Business development for \$1.8m store, including hiring, operations, purchasing, sales, training and community leadership and service. NJ Food safety certified.

Hannover Fairs USA

Sales Manager US & Global Director of Emerging Technologies

2000 - 2004

Plan, manage and execute exhibit and marketing programs for international trade events, including CeBIT, the world's largest ICT trade event in Hannover, Germany. Responsibilities included Sales Manager for US operations and Global Manager for emerging technologies (R&D).