

Christopher Steinbach

**Strategic thinker, creative problem solver,
writer, promoter, organizer, leader**

Contact

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Education

August 2020
MBA • Loras College
Dubuque IA
Emphasis in Business Analytics

May 1989
B.A. • Morningside College
Sioux City IA
Major in Graphic Design

Key Skills

Leadership – Strategic Planning, Revenue Enhancement, Operational Excellence, Customer and Staff Relations, Team Development, Community Outreach

Development | Sales – Relationship Building, Territory Management, Project Management, Account Management, Fundraising

Marketing – Data Analytics, Communication, Media Relations, Publications, Writing, Editing, Copywriting, Public Relations, Social Media, Public Speaking, Storytelling

Profile

Motivated, analytical and persistent relationship builder who connects Loras College with its alumni, parents, friends and other supporters in meaningful ways that get results.

Experience

June 2016 — Present

Development Officer • Loras College • Dubuque IA

Research, cultivate, solicit and steward major gift donors on behalf of the college. Serve as the relationship manager for donors.

Successes include:

- Leading team to create and produce a quarterly newsletter that promotes giving to Loras College and raised \$81,000 in its first year.
- Scheduling and completing 119 face-to-face donor meetings in fiscal 2020, tops among the college's gift officers for the second consecutive year.
- Helping Loras College President Jim Collins communicate with members of the U.S. Congress, the Iowa Legislature, the City of Dubuque and other governmental organizations.

October 2012 — June 2016

Deputy Director • Muscatine Center for Social Action • Muscatine IA

Budgetary and fiscal management responsibilities involving developing and implementing integrated communications, marketing, fundraising and stewardship strategies for nonprofit organization serving the homeless and other people living on the edge. Successes included:

- Starting a corporate annual giving campaign that raised \$30,000 in its first year, increasing to more than \$100,000 by year three.
- Organizing a team of bicyclists in the Des Moines Register's Annual Great Bicycle Ride Across Iowa to raise awareness about homelessness while also raising money and generating positive publicity for MCSA. In its third year, the team grew to 40 riders and raised more than \$10,000.

Technical Skills

Microsoft Word, Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Adobe Indesign CC, Adobe Creative Suite, Razor's Edge, JMP statistical software, Tableau, Corel Video Pro, Word Press/Wix

Activities and Interests

Christianity
Bicycling
Yoga
Camping/traveling
Volunteering
Crime fiction

Experience

January 2000 — February 2012

Executive Editor • Lee Enterprises

Collaborated with leadership teams at newspapers in Winona MN, Twin Falls ID and Muscatine IA to analyze profit and loss, oversee customer interactions and implement marketing strategies while ensuring compliance to all production and budgetary requirements and hiring and training employees to maintain quality of content and compliance to standards. Successes included:

- Mentoring and managing dozen journalists, leading newspapers to win more than 100 awards, including the Iowa Newspaper Association's general excellence award for the state's smallest daily newspapers in 2010 and 2011

June 1989 — January 2000

Reporter • Lee Enterprises

Honed communication skills to tell memorable stories at newspapers in Atlantic IA, Ottumwa IA, Bismarck ND and Lincoln NE.

Personal Statement

Proven resilience, commitment and an ability to change are demonstrated by a career transition in 2012, building on 20-plus years of communications experience and leadership with the new skills of philanthropy and fundraising. An MBA completed this year adds more new skills, especially in the area of data analysis.