

# CRYSTAL M. GONZALEZ, MBA

11470 Orion Street | Riverside, CA 92505 | (714) 457-7503 | cgonzalez@revcommconsulting.com

**Nonprofit Leader with 10 year's experience in strategic planning, operations, and grant funding.**

**Experienced in providing support and guidance to nonprofit organization's to thrive and be innovative.**

**Proven success in analyzing existing processes and implementing effective systems, strategies, and policies.**

**Engages with key stakeholders in the community to achieve agency's core mission and raise general operating funds.**

- *Strategic Planning & Development*
- *Fund Development & Donor Cultivation*
- *Organizational Operations*
- *Staff Training & Facilitation*
- *CRM Implementation*
- *Program Development & Evaluation*
- *Contract Negotiation & Management*
- *Government RFP Process*
- *Fiscal Accountability*
- *Community Collaborative Partner*

## PROFESSIONAL EXPERIENCE

**REVCOMM CONSULTING, LLC | SOUTHERN CALIFORNIA**

**01/2018 – PRESENT**

*RevComm Consulting exists to provide innovative approaches to help further expand the outcomes of your expertise. We are dedicated to empowering local nonprofits to meet the highest needs of the community while always keeping the mission and values of your agency at the heart of the solution.*

*Founder & Principal Consultant*

- Grant Funding – Secure new and increased grant funding for nonprofit clients; services may include LOI's, full proposals, public RFP's, grant source research, and editing.
- Information Technology – Plan and manage the implementation of a cloud-based system unique to the needs of your organization; services include system research and SWOT analysis, implementation and configuration, data conversion, on-site or virtual training, system manual, and 2-month follow-up.
- Organizational Development – Services include Process Improvement, Organizational Restructure, Strategic Planning, and Program Development and Evaluation.

**ORANGE COUNTY CHILD ABUSE PREVENTION CENTER | ANAHEIM, CA**

**04/2016 – 12/2018**

*Orange County's leading nonprofit focused exclusively on the prevention of child abuse by directly serving at-risk children and families to prevent and break the generational cycle of child abuse.*

*Associate Director of Programs (07/2018 – 12/2018)*

- Program Leadership – Mentored and led the Program Leadership team, which consisted of 8 senior-level Program Directors/Supervisors totaling over \$6M in contract funding from the Orange County Health Care Agency, Orange County Social Services Agency, and Children & Families Commission of OC.
- Program Oversight & Management - Worked with the Executive Director to coordinate and supervise daily operations; ensured compliance with regulations and internal and contractual policies; managed staffing responsibilities (hiring, training, evaluating etc.)
- Staff Support – Maintained a climate that attracts, keeps, and motivates a diverse staff of top quality individuals; responsible for the recruitment, employment, and release of all contract program personnel, both paid staff and volunteers.
- Finance – Developed and Maintained sound relationship management and financial practices; Worked with the Executive Director, Fund Development Officer, and Controller to manage program budgets.

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## *Program Evaluation Manager (04/2016 – 07/2018)*

- Information Systems – Implemented a cloud-based client management database (ETO) across all behavioral health programs.
- Program Analysis – Effectively measured and analyzed the health and results of the center's program services, including return on investment and contract budgeting.
- Operations – Developed and maintained an internal Program Evaluation Plan and Program Systems Plan.

## **ORANGE COUNTY UNITED WAY | IRVINE, CA**

**05/2013 – 04/2016**

*A \$20M nonprofit organization dedicated to improving the lives of Orange County residents by focusing on the building blocks for a self-sufficient life – Education, Income, Health and Housing.*

## *Senior Manager, Operations (10/2013 – 04/2016)*

- Fiscal Responsibility – Prepared monthly financial reports detailing audited and projected standings for review by Executive team; managed individual and corporate pledge processing, monitored outstanding campaign results, and tracked financial suspense log.
- Operations – Responsible for the implementation and management of internal policies, procedures, and donor database usage to meet overall revenue and corporate engagement goals.
- Information Systems – Oversaw the implementation and system configuration of e-CImpact for Community Impact department (a grant and performance management database) and Microsoft Dynamics 4.0 for the entire agency (a Customer Relationship Management [CRM] platform).

## *Interim Grant Writer (2015 – 6-month project)*

- Secured \$512,000 in General Operating and Program-Specific funding.

## *Operations Manager (05/2013 – 10/2013)*

- Project Management & Process Improvement – Designed, presented, and executed specific action plans for building online giving websites for Corporate Partners (eGive); interfaced with all departments to assess database needs, development of appropriate workflows, custom forms and execution of strategic CRM objectives.
- Fund Development – Cultivated and developed existing and new relationship strategies to expand online giving options to drive revenue growth through workplace campaigns and community donors.
- Financial Processing – Created pledge envelopes and drove pledge submission processes.

## **YWCA PASADENA-FOOTHILL VALLEY | PASADENA, CA**

**05/2011 – 05/2013**

*A long-term pioneering voice in the fight for racial, economic, and gender equality, the YWCA Pasadena-Foothill Valley is dedicated to eliminating racism and empowering women.*

## *Community Relations Manager*

- Fund Development – Managed the Annual Women for Racial Justice Breakfast, which profited over \$50,000 net income; successfully increased grant funding and donor solicitation, totaling over \$100,000 annually (20% of the agency's revenue).
- Financial Management – Responsible for monitoring agency budget and projected year-end report; assisted in monitoring grant-specific allowable costs and spend-down.
- Operations – Supported the development of ongoing internal process improvement and multi-year strategic planning.
- Marketing – Prepared print and electronic creative briefs and graphic design communications.

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**RESCARE WORKFORCE SERVICES | PERRIS, CA**

**07/2010 – 05/2011**

*A nationwide comprehensive provider of services and solutions designed to help people be successful in the workforce.*

*Youth Development Specialist/Case Manager*

- Fiscal Support – Assisted in the management and budgeting of county-contract billable versus non-billable costs.
- Direct Service – Responsible for overseeing a caseload of 60+ at-risk youth throughout their ResCare education and job training program, with a 100% successful completion rate.
- Program Development – Facilitated workforce development curriculum, one-on-one tutoring and mentorship, and placement of post-secondary education or employment.

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## EDUCATION

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**CALIFORNIA STATE UNIVERSITY OF DOMINGUEZ HILLS**

*MBA, Management*

**CARSON, CA**

*12/2012*

**UNIVERSITY OF CALIFORNIA-SANTA BARBARA**

*BA, Latin American & Iberian Studies*

**SANTA BARBARA, CA**

*08/2009*