

TABITHA SANI

(312) 709-4595 | tabitha@tabithasani.com | linkedin.com/in/tabithasani | tabithasani.com

PROFILE SUMMARY

Mission-driven communications leader with 20+ years of experience directing content strategy, brand storytelling, and campaign execution across print, digital, video, and social channels. Proven track record building donor relationships and fundraising communications within faith-based and nonprofit settings, combined with a background managing creative teams, contractors, and multimillion-dollar operations in the private sector. Skilled at translating mission and strategy into compelling, on-brand content that drives engagement — with the project management discipline to keep multifaceted initiatives on schedule and the mentoring instinct to grow a team's capabilities along the way.

CORE COMPETENCIES

Communications Strategy • Content Creation & Copyediting • Donor Development & Fundraising Campaigns • Team Leadership & Mentoring • Print & Digital Production • Video Creation & Photography • Social Media & Email Marketing • Contractor & Vendor Management • Brand Consistency • Event & Campaign Management • Cross-Cultural Communication • Website Management & Analytics

WORK EXPERIENCE

Marketing/Development Coordinator | Focus Ministries

Chicago, IL | October 2025 – Present

- Lead fundraising campaigns and donor relationship development, including drafting business sponsorship proposals and presentations to secure business funding for projects and operating expenses.
- Manage grant writing, research, proposals, and ongoing grant administration.
- Write, storyboard, produce, and edit YouTube video content, optimizing for viewership and audience engagement.
- Edit, format, illustrate, and design curriculum materials for print and digital distribution.
- Manage social media accounts across Instagram, Facebook, X, YouTube, and LinkedIn, including all content development, creation, and posting.
- Create email campaign content, including writing, editing, formatting, and illustration.
- Coordinate with web developer to optimize website and social account UI to increase donor engagement.
- Coordinate events and public relations initiatives, working cross-functionally to keep projects on deadline.

General Manager | Play Mart, Inc. / Nature of Early Play

Somerset, KY | 2022 – 2025

- Directed third-party marketing agencies to assess KPIs, strategy, analytics, and campaign execution.
- Coordinated contractor videographers and models for product photo/video shoots — managing scheduling, lighting and photo booth setup, and product arrangement, while personally photographing models and products.
- Directed marketing contractors to optimize internal website edits to streamline distribution network processes, and led equivalent optimization for consumer-facing websites.
- Handled corporate public relations, speaking engagements, industry awards, and managed annual trade show teams including booth design, set-up, sales team training, and representation.
- Led design and sales teams alongside subcontractors and vendor accounts, contributing to a 40–50% increase in profits over two years.
- Oversaw daily operations for a 35-employee, 60,000 SF manufacturing facility, including a 40,000 SF building addition project and staff development programs, benefits, and employee HR processes.

Owner | Next Generation Play

Chicago, IL | 2020 – 2022

- Represented playground equipment products through direct-to-customer sales and consultation, building customer relationships through in-person sales calls.
- Developed company website, including content writing, photo editing and creation, and site development, alongside marketing materials design and production.

Owner | Next Generation Play (cont.)

Chicago, IL | 2020 – 2022

- Provided safety inspections, site visits, custom quotes, and turnkey installation services, including on-site playground equipment installation alongside contractors.
- Scheduled and managed third-party contractors for playground safety surfacing and shade structures, including quoting, invoicing, and project management.
- Managed business accounting operations, including invoicing, quoting, payment collection, and contract management.

Director of Marketing | Play Mart, Inc.

Somerset, KY / Longmont, CO / Chicago, IL | 1997 – 2018

- Managed and mentored an in-house team of designers and writers, providing creative direction and supporting their professional growth in content and print production.
- Directed content strategy and production across every channel — print, web, email, social, and video — for a national brand, ensuring consistent look, style, and messaging.
- Wrote and edited editorial content published nationally, alongside corporate sales copy and social content.
- Designed and managed multiple company websites and tracked performance analytics.
- Built and ran targeted social media and email marketing campaigns across Facebook, X, Instagram, YouTube, Constant Contact, and Mailchimp.
- Produced product photography in-studio and on-site, including extensive nationwide travel.
- Directed creative production and vendor relationships for all print materials, including catalogs, brochures, banners, and business cards. Managed scheduling & performed on-site print production “press-checks” for all printed catalogs.
- Managed booth design, logistics, and sales strategy for up to ten national trade shows and sales events annually.

INTERNATIONAL & CROSS-CULTURAL EXPERIENCE

- Lived among tribal communities in Nagaland, India (2018–2020), preaching in local church services, mediating family justice matters, and reaching intermediate fluency in Nagamese and regional tribal languages.
- Mobilized donor support for local community development, including road infrastructure to connect farmers to city markets and a vehicle purchase enabling a low-income father to earn income as a taxi driver; efforts were featured in a published article.
- Financially sponsor three children's residential education, including schooling and extracurricular skill development, at a boarding school in Nagaland, India (ongoing).
- Led and participated in cross-cultural ministry and outreach teams across Nepal, China, Guatemala, and Mexico, and within South Asian immigrant communities in the U.S. (1996–2020), including team leadership, language study, English instruction, and community relationship-building.

EDUCATION

Bachelor of Arts, Applied Linguistics — Moody Bible Institute

Commercial Photography — Art Institute of Seattle

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat) • Microsoft Office • Google Workspace • SketchUp • Canva • Meta for Business • YouTube Studio • Constant Contact, MailChimp • WordPress, Beaver Builder, UX/UI, Analytics • Zoho Creator, Database Coding • Photography & Photo Editing • Video Creation

PUBLICITY & RECOGNITION

- Panelist, Naga American Foundation Conference (2025)
- Business of the Year Awardee (2024)
- Featured, SPEDA Entrepreneur Video Series (2024)
- Panelist, Young Entrepreneur's Academy (2023)
- 10–20 editorial articles published nationally