

MISTY EBEL

PORTFOLIO OF WORK: [MISTYEBEL.COM](https://misteibel.com)

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704-577-5005

Salisbury, NC

Accomplished strategic communicator with expertise leading integrated communications and branding strategies across nonprofit, public and private sectors. Directed agile teams and managed multi-platform campaigns to drive measurable results. Skilled in executive counsel, stakeholder engagement, and building goal-aligned communications strategies for diverse industries.

PROFESSIONAL EXPERIENCE

Founder/CEO

Misty Ebel Communications LLC (Jan. 2023-Present)

Salisbury, NC

- Delivered brand, communications & messaging strategies for small business and nonprofit clients, aligning with organizational objectives
- Developed and facilitated corporate leadership, communications, and emotional intelligence training, improving team effectiveness for clients
- Developed and facilitated community engagement workshops and events for nonprofit clients, building stronger and more connected relationships with the community
- Consulted on reputation management/crisis communications, nonprofit development best practices, and stakeholder engagement strategies, strengthening organizational resilience

Director of Communications

Purple Heart Homes (May-Nov. 2024)

Statesville, NC

- Directed integrated communications to increase brand awareness and donor/volunteer engagement, supporting national nonprofit organization's growth and expansion goals
- Led lean, resourceful team to execute website, social media, PR, community engagement, video/broadcast, and event tactics, aligning with strategic marketing & communications goals
- Implemented new processes to improve consistency and clarity of brand messaging and creative assets across the organization, enhancing brand recognition
- Demonstration resourcefulness and innovation to launch new employee portal with no project budget, supporting internal communications, collaboration, and engagement
- Provided expert counsel to executive team on best practices for nonprofit communications, brand strategy, and crisis communications, guiding organizational strategy and decision-making

Sr. Manager, Corporate Communications

American Tire Distributors (May-Dec. 2023)

Huntersville, NC

- Developed & executed communications strategy to enhance brand's corporate social responsibility reputation internally and externally, elevating public perception
- Distilled complex content into easy-to-access formats for associate awareness & engagement, improving internal communication effectiveness
- Served as crisis communications lead, supporting planning, training, continuous improvement, and providing strategic executive counsel to strengthen organizational preparedness
- Collaborated closely with business partners in HR, Sales/Marketing, IT/Cybersecurity, Associate Engagement, and Learning & Development, ensuring message consistency and strategic alignment

Marketing Communications Manager

EGGER Wood Products (May 2019-May 2023)

Linwood, NC

- Supported launch of leading European wood products brand in North America by developing social media launch strategy, increasing brand presence
- Mitigated reputational risk as crisis communications lead, managing planning, training, continuous improvement, liaising with external agency, and advising executive leadership
- Enhanced corporate reputation by engaging key stakeholders and managing high-profile official visits, including two Cabinet officials
- Facilitated effective cross-cultural communication in multi-lingual, multi-cultural setting

Marketing Manager

Our Towns Habitat for Humanity (May 2016-May 2019)

Cornelius, NC

- Promoted local-level brand awareness through earned media placement, creative asset development, email marketing, events, and organic social media engagement
- Leveraged storytelling to create a compelling case to support organization's mission through donations, volunteerism, and patronage of Habitat ReStores, driving engagement
- Enhanced online presence through website redesign to improve site architecture, user experience, and brand consistency

Membership Director and Development Coordinator

N.C. Transportation Museum Foundation (Oct. 2006-April 2016)

Spencer, NC

Developed fundraising communication strategy to increase donor acquisition and retention, generating 40% annual giving campaign growth in year one. Executed all tactics, including direct mail, membership magazine, and grant writing activities.

Marketing Copywriter

Pro Step Marketing (Jan.-Oct. 2006)

Huntersville, NC

Activated strategic marketing plans for real estate agents nationwide, through strategic content integration, search engine optimization, lead generation and brand awareness.

Public Information Officer

N.C. Transportation Museum (June 2004-Dec. 2005)

Spencer, NC

Developed and executed a comprehensive marketing strategy that grew nonprofit visitation by 11% in year one. Strengthened and modernized brand identity and digital presence by spearheading a full website redesign and establishing consistent, professional marketing collateral. Directed all public relations as media spokesperson.

Education Reporter, Page Designer and Photographer

The Index-Journal (May 2001-June 2004)

Greenwood, SC

Winner of two South Carolina Press Association Awards. Covered education in four counties.

EDUCATION**Bachelor of Science in Communications, Wingate University**

Journalism emphasis with art minor. Graduated magna cum laude with University Honors. University Leadership Fellow. Member of Alpha Chi, Phi Eta Sigma honor societies. Editor in Chief of campus newspaper.