

Katherine Miracle, MBA
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www.miracleresources.com

Education

University of Phoenix- Beachwood, Ohio **June 2009**

Masters Business Administration
3.95 grade point average

University of Akron- Akron, Ohio **May 31, 1987**

B.A. in Business Organizational Communications
B.A. in Theatre Arts

Northwestern University - Evanston, Illinois **June-August, 1984**

Theatre Arts course work applied to B.A. in Theatre Arts

Work Experience

INSTRUCTIONAL DESIGN

Selected to create an Art & Design Management Program with 25 classes. Created syllabus, course schedule, lesson plans, interactive classroom plans in addition to selecting textbooks and instructors.

Selected to create the marketing course curriculum, lesson plans, case studies, activities, textbook and current event resources for both **on ground and on line classes** at all 176 Delta Education colleges (Miami Jacobs Career College, Miller Motte and Creative Circus college)

Created Principles of Business and Entrepreneurship classes on ground & on line, curriculum, lesson plans, activities and class text book “**Marketing that Drives Revenue**” at VMCAD-Virginia Marti College of Art and Design.

Created Personal Branding textbook “ **Your Strategic Personal Brand, the truth and the lies**” for students at Virginia Marti College of Art and Design.

Created **Brand+ Team= Revenue** Training for corporations, hospitals and non profits. The training program uses certified trainers and is a franchised program.

TEACHING EXPERIENCE

Certified to teach Honors, On line, Distance Learning and Learning Communities

Instructor at Cleveland Media School (Ohio Broadcasting Center)

January 2011-Present

Teaching Strategic Personal Branding as part of Career Development, Language Arts, The Future of Broadcasting teaching ONLINE

Teaching Storytelling: Writing for Journalists April 2016 to Present

Instructor at Bryant & Stratton College

January 2016- Present

Teaching Marketing Principles and Public Speaking

Instructor at Virginia Marti College of Art & Design:

Spring 2005 to present- 378 credit hours taught as of October 2015

Recruited by VMCAD to teach Advertising and Promotions, Small Business Management/Entrepreneurship, Career Development and Salesmanship

Fashion Show Production: 2016 to present: Katherine created an instructional design concept to connect designers to merchandisers with a merchandising area after a live show. In the past students just invited friends but in our show we had a standing room only show that was open to the industry and community. We were covered by 3 media outlets.

Advertising and Promotions- 2005 to present: Katherine has secured internships for students with her corporate contacts. Katherine created lesson plans, tests, the final project and an interactive classroom. The students have shared their passion for the class, the advertising industry and event promotions. The challenge of creating their own advertising campaign has been exciting for students and feedback for the class is positive.

Return on Investment: The evaluations on Katherine from VMCAD staff and students have been excellent. Katherine has engaged students in a branding/marketing/ advertising project for First Federal of Lakewood, VMCAD and America's Respect Revolution. Katherine has led students through the branding process and advertising campaign development for the Fashion Merchandising department of The Virginia Marti College of Art and Design.

Marketing/Principles of Business, Salesmanship- 2005 to present: Katherine created lesson plans, a mentorship program, guest speaker nights, tests, a field experience and sales project.

Return on Investment: The staff and students reviews have been excellent. Katherine and Bill Truax co authored a book for this class. The book is titled Tru-Miracle selling and engages students to a new style of personal selling.

Small Business Management/ Entrepreneurship-2005 to present: Katherine secures businesses that need business plans to work with students in an interactive process. Katherine created an interactive game for students and a mentorship program and new final project that focus on the student's career path. Students and staff reviews have been excellent.

Instructor at Academy of Court Reporting and Technology & Miami Jacobs Career College

Program Director Business / Management Program April 2013 to October 2014

August 2009 to October 2014- 180 credit hours taught as of October 2014

Recruited by ACRT staff to become a member of the adjunct faculty:

Career Development-2009 to 2014: Katherine brings resources and the latest research to ensure students create a career portfolio that will help them succeed in their desired career.

Return on Investment: Katherine uses her corporate contacts to secure internships and shadow opportunities for students. Students often sell the business plan they create for this class and secure valuable professional contacts.

Small Business Management/ Marketing/Customer Service/Supervision & Human Resources -2009 to 2014: Katherine secures businesses that need business plans to work with students in an interactive process. Katherine created an interactive game for students and a mentorship program and new final project that focus on the student's career path. Students and staff reviews have been excellent.

Career Management -2009 to 2014: Katherine uses cases studies and research to ensure students create a strategy for success.

Return on Investment: Katherine has helped students improve their resume and interviewing skills leading to them securing jobs before graduation. Katherine's marketing of job seekers and creation of a virtual sales force help students network to find their desired career and unlock their potential.

Instructor at The University of Akron

January 2010 to present- 135 credit hours taught as of May 2016

Recruited by School of Communications to become a member of the adjunct faculty:

Introduction to Public Speaking & Effective Oral Communications- Katherine brings interactive technology, video, discussion and activities to help students become successful public speakers.

Return on Investment: Katherine created a process for students that includes videotaping for self-reflection that has been adopted as standard for high performing students. As students have needed extra help, Katherine has stayed late and came in early to offer free assistance. Katherine has helped a student with a learning disability, who needed tutoring. Katherine meets student's needs by letting them call anytime they need help. Katherine understands that many students work late night so she accepts calls from students anytime they need help. After graduation students stay in touch with Katherine and she helps them with contracts, interviewing and shares her contacts. Katherine's engaging and interactive approach helps students succeed in personal and professional growth.

MIRACLE RESOURCES, LLC (MR)

Akron, OH

2003-Present

Founder & Owner

- Miracle Resources is a full service public relations, marketing & training firm that increases awareness and revenue for our clients. Miracle Resources consultants specialize in the areas of Marketing, Public Relations, Advertising and Revenue Development.
- Miracle Resources, LLC has a professional staff and has served clients including Dunkin Donuts, The American Red Cross, Cleveland Clinic and Northwestern Mutual.
- (See [www. Miracleresources.com](http://www.Miracleresources.com) for client list and achievements)

Return on Investment

Katherine Miracle and the consultants of Miracle Resources have:

- **Trained over 5,000 professionals to build their strategic personal brand, their workplace team and the company brand resulting in increased revenue & awareness.**
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- **Raised over 30 million for 11 non profits**

- Secured 5 million dollars in free publicity for corporations and non profits
- Created advertising/marketing campaigns that increased revenue for more than 50 businesses
- Educated 800 job seekers to network and market themselves to find their perfect career.
- Educated over 500 fundraising professionals in high tech and high touch resources to increase revenue
- Motivated over 700 sales and marketing professionals to market and motivate using the Miracle Resources Diamond Four Point Marketing strategy that increases revenue and awareness.

Advertising Experience:

Miracle Resources advertising team creates videos, commercials, and campaigns and negotiates advertising buys for print, Internet, trade show, radio and television.

The advertising team has created ad campaigns that are generating awareness and revenue for our clients.

Miracle Resources secured over \$14,000 in free print advertising for our friends at the **Akron Racers professional women's fast pitch softball team.**

Miracle Resources was hired to create a new advertising campaign for a restaurant who received bad publicity. Miracle Resources displayed the truth that the restaurant staff had been with the restaurant long term and the amazing service for customers at the restaurant.

The ad series added a component never done before. We choose to feature the chef and general manager/sommelier. The chef had an excellent reputation and had been with the owner for over 10 years and helped launch a second restaurant. We were so impressed with the general manager/sommelier because he provided excellent service and was very personable. The campaign educated the public on the truth and increased customer base. Once we achieved these goals, we could move into a second ad campaign showcasing the story a customer would experience in the total dining experience.

The second campaign was called "Discover" and targeted the Summit County area with the Akron Beacon Journal to engage potential guests. The "Rediscover" campaign was created to reconnect with their customer base. Miracle Resources targeted the market

by investing in a campaign **with Crain's Cleveland Business, Northern Ohio Live and Cleveland Magazine.**

Miracle Resources created and bought all ads on a weekly basis for the restaurant and increased awareness and brand equity. MR submitted updates on new events, menu items and awards to all media to keep the restaurant in all print, radio and television in Northeast Ohio.

Miracle Resources reviewed the restaurants radio and print contracts and negotiated to use trade and decrease spending while building strong partnerships. Katherine Miracle created an event with WCLV honoring Robert Conrad at a wine event, which increased revenue for the restaurant and an amazing commercial on WCLV to increase awareness from this target market. Our work with Cleveland Magazine and Northern Ohio Live has given the restaurant free exposure and spotlight in articles.

Miracle Resources secured \$15,000 of free advertising on TV 5 and \$5,000 on **Q104** for a military mom's luncheon at the restaurant.

Miracle Resources built a relationship with Plain Dealer that gave the restaurant free exposure in PDQ, a very important publications that targets the market the restaurant desires to attract.

The result of this increased exposure has increased revenue and cost savings in media contracts for the restaurant in a six- month period of \$50,000.

The Miracle Resources team created 3 videos for social media advertising for VMCAD. The videos were created in partnership with the Advertising Promotions Class of VMCAD. The video ads are used as a recruitment tool on the VMCAD website and sent to potential students.

Media Crisis:

Miracle Resources crisis communications team creates public relations plans for clients so they are able to effectively communicate clear messages and details of events during a media crisis.

Miracle Resources conducts media training for all staff of clients to ensure preventative measures in case of crisis and to ensure a clear message from a spokesperson if media comes to our client's location.

Miracle Resources staff is on site for all media interviews and works with all staff leadership, corporate attorneys and CEO's/ Owners to ensure on air success.

Events:

Mock Shark Tank: As a program director for Miami Jacobs Career College Katherine created a mock shark tank with real venture capitalists and had 40 presenters with 20 sharks. The turnout for the event resulted in a packed house and MJCC received exposure and new students! The event was open to the public and created credibility for the MJCC business program.

Dunkin Donuts hired Miracle Resources 40 days prior to a golf tournament. Miracle Resources secured Firestone Country Club and secure all foursomes and silent auction items to help Dunkin Donuts connect to franchisees and strategic alliances.

Miracle Resources implemented an annual conference for the **International Referral Network**. MR organized each evening's social events, visited each chapter in Ohio to speak on the conference and increased awareness of the event. MR secured a professional keynote speaker, entertainer, videographer, all vendors/ sponsors and coordinated all press coverage of the event.

Miracle Resources helped a restaurant in crisis to increase bridal events at their restaurant; Katherine Miracle used her connection to **Northeast Ohio Wedding.com** to host an event for 147 event planners and wedding planners to showcase the restaurant. The result was that planners who were not aware of the restaurant offering private dining and are now using the facility as an event venue. MR created an ad to target private dining/ event business, which ran as a series in Crain's Cleveland Business.

Miracle Resources wanted to increase dining from out of town guests to enjoy the restaurant while visiting Northeast Ohio. Katherine Miracle connected with her friend Ann Presley of City Visitor to host a party at the restaurant for all hotels in Northeast Ohio. The concierge, guest relations and front desk personnel enjoyed a free event in their honor. The attendees are now sending hotel guests to the restaurant.

Miracle Resources was hired by **The Veterans Administration** to create a public memorial ceremony. Miracle Resources used social media and corporate contacts to increase attendance. Miracle Resources secured all media coverage, which led to all TV stations and newspapers covering the event.

Jeff's Motorcars of Wadsworth contacting MR to plan and execute their grand opening. We created a VIP party and a casual open to the public event. MR created a Sake, Sushi and Service night to educate female customers on basics of service while enjoying a great ladies night out at the dealership.

Virginia Marti College of Art and Design 40th Anniversary Celebration: Miracle Resources (MR) worked with the event committee and provided solutions on every detail of the event from invitation to detailed logistics. (MR) secured all media coverage for the celebration, which resulted in interviews with Currents, Plain Dealer, Luxury Living, Lakewood Observer and Sun News. The secured coverage is valued at \$10,000 (please note the dollar amount reflects the amount vmcad would have to spend if they paid for coverage). (MR) was impressed that the leadership of the college wanted to

raise money for the mission to the fatherless instead of just having a celebration. The solution provided by MR was that instead of just selling tickets to the event (MR) would sell sponsorship to vendors, prospective vendors and friends of the college. (MR) also added a silent auction to increase revenues. (MR) created the event program and secured all program components. (MR) had the opportunity to work with graduate Amanda Destro, who designed the program. Even though the event was not a fundraiser the silent auction (MR) organized raised over \$17,000 to the Mission to the Fatherless.

Marketing & Branding:

360 Safe Solutions: saves lives! Miracle Resources creating the branding and marketing materials for this app that is used during school shoots and workplace crisis to help people communicate about safe areas and where danger exists. The app is the creation of Navy Seals and Technology Experts who use communication to protect everyone involved in a crisis.

The Vation Group began as an idea, when Bob Pacanovsky dreamed of creating a business that teaches hospitality, helps unique venues increase revenue and helps people and businesses outclass their competition. Miracle Resources team help Bob make that vision a reality. Our design team created logos, a website, a marketing campaign, info graphics and marketing materials and our public relations team scored Bob an interview on **WKYC TV 3** within 48 hours of launching The Vation Group. Our team connected The Vation Group to our contacts, which resulted in a permanent contract for The Vation Group.

Barnes Wendling hired Miracle Resources in October of 2012 to success coach all employees, consult on all marketing activities and create the grand opening event for their new Cleveland, OH office. Katherine Miracle is on retainer to work with all three offices and consult with marketing and human resources activities. Miracle Resources conducts trainings and branding events, as needed for all Barnes Wendling offices.

MR began working with The Academy of Court Reporting of Cleveland and consulted on all aspects of marketing including the sale of the college to **Miami Jacobs Career College and parent company Delta Education**. Katherine Miracle served as a speaker for Delta on marketing and events. MR created and executed the media campaign and grand opening of the new name and a new location. MR created a dignitary's event and engaged media and business leaders. MR continues to plan all trainings, workshops and manages the management program of the college.

Sandusky State Theatre- Miracle Resources was engaged to increase revenue for the theatre in a time of deep struggle. Many residents believed the theatre would close and our team worked with 2 executive directors to launch a new era that included new revenue streams, showing movies, launching fundraising events. Miracle Resources held a press conference for the community and media to launch the new era and the

success still felt today. Our team created a new brand, new marketing materials and a new culture of success.

MR began the Marketing & Education efforts of a Community Development project called **Main Street Wadsworth**. MR created tour packages to draw attention and interest to the city and created informational kits for new and existing merchants. MR also recruited a committee of leaders and tours cities to find the best practices and secured funding for the program.

Ms. E's Place in Canton, Ohio was just a dream when owner Leah Ackerman met with Miracle Resources. MR created the logo, signage, marketing plan, media partnerships and all marketing materials for Ms. E's Place. MR blitzed the greater Canton area by personally delivering token gifts with discount marketing attached prior to the grand opening. MR planned and executed the grand opening for Ms. E's Place and the four other tenants in the plaza. The grand opening was a huge success and was planned with partners such as, Akron Children's Hospital, Jackson Belden Chamber and WKDD Radio. The opening weekend revenue was 50% above expected projections!

MR created a blitz event for a restaurant in crisis. We visited every business in a three-mile radius of our client's location. We delivered treats from the restaurant with an offer for a buy one get one free business lunch. We visited over 150 businesses face to face to bring back the customer base to the restaurant.

The restaurant won five awards in Northern Ohio Live by MR pushing guests to vote for the restaurant. MR used our connections to secure dining business from the Cleveland Browns, Cleveland Bridge Builders, Association of Fundraising Professionals, Women in Sports and Events, Center for Health Affairs, all professional societies, ComDoc, Akris, Gorilla Group, Lawrence School, Tri County Business Network, Adtron, Ingenuity, Poly One, Red Hat Society, TV 5, Liquid Learning, Top Ladies of Distinction, Sherwin Williams, Learning Disabilities Association, Urban League and Convention and Visitors Bureau. MR contacted all individuals who are listed in Crain's and the Plain Dealer as being promoted to CEO, CFO and COO positions and brings them to the restaurant as a congratulatory gift. MR created a new and exciting format for the restaurant's website and handled all updates and new features.

The results of our work of the above efforts are \$50,000 in new revenue for the restaurant.

Katherine Miracle has secured wine tasting events for the restaurant with Association of Fundraising Professionals, Cleveland Bridge Builders and Cleveland Fashion Guild, which is a new revenue stream for the restaurant.

Results of MR Total revenue through cost savings and new guests is \$100,000.

Virginia Marti College of Art and Design Internal marketing:

Focus Groups- (MR) created two focus groups to secure information on what students and VMCAD leadership feel are priorities for the college and what media outlets are

most viewed by our target markets. Our goal was to learn the perception of the college to help us increase enrollment. The solutions we have provided in the marketing plan are the result of both focus groups.

Newsletter: (MR) assisted on the internal VMCAD newsletter through writing contributions and organization.

External marketing:

Portfolio Review events and Fashion event- (MR) worked with the media to secure calendar listings for the events and secured coverage by channel 19, Plain Dealer and Sun News. The value of this coverage was \$5,000.00 (note the value is determined by the price if the coverage was purchased by each media outlet. (MR) also set up a Business After Hours to expose VMCAD to the Lakewood Chamber to create buzz marketing.

Event to secure referrals from art teachers- (MR) searched for a way to secure referrals to potential students and our solution was to create an advisory committee made up of art teachers from area high schools. The solution evolved into a successful event to thank the high school art teachers and give them a tour of the college.

Public Relations:

MR planned and executed a seminar for **ComDoc**. Prior to the seminar Katherine Miracle trained the ComDoc staff on networking so employees could effectively network with the attendees of the seminar. The seminar was attended by the business community, and elected officials of Broadview Heights for a networking breakfast. A nationally known speaker gave the seminar and the event-increased awareness for our client and was covered by all local media.

MR created a seminar series for a young female financial planner for Northwestern Mutual Financial. Our goal was to introduce our client to her target market and to meet the goal of Northwest Mutual to collaborate with a charity. MR is planned and executed all logistics of the events and secured Betty Montgomery, Elizabeth Stroble, Connie Humble and Ann Amer Brennan as honorees for community service and being successful businesswomen. The event benefited the **Alzheimer's Association**. MR compiled a database of attendees for our client and secured all media coverage.

MR created a media plan for **Greater Cleveland Veterans Memorial Commission**, which resulted in two front-page stories in Ohio's largest newspaper. The client's event was also covered by four television stations and promoted on 15 radio stations.

MR was hired in March of 2005 as the Public Relations & Marketing firm for a restaurant in crisis. The challenges that happened before we were hired included:

- local media had printed a negative story about a chef leaving and being treated unfairly

- A reporter ran a negative story about turnover and servers not receiving their tips.
- Road construction in front of the restaurant's location was devastating to the restaurant.

MR knew we needed to increase revenue and awareness.

Our solution was to force the truth to the media through one institutional ad campaign, a campaign to attract a new market and a campaign to bring back past customers. MR pushed press releases and invited reporters to the restaurant. We created ads that showed alternate routes to the restaurant to avoid construction.

Public Relations continued:

MR used our media contacts to secure the restaurant in Tasty Ten of the Plain Dealer and helped with an amazing review in the Free Times. MR secured a review from Currents, The Chagrin Valley Times. The restaurant won five awards in Northern Ohio Live by MR pushing guests to vote for the restaurant. The results of MR marketing and public relations campaign resulted in \$100,000 in increased revenue.

Publicist:

(MR) served as the publicist for VMCAD and Mrs. Virginia Marti Veith. (MR) has nominated Mrs. Veith for awards from Association of Fundraising Professionals, Northern Ohio Live and Dove Foundation. (MR) is contacted by the media on projects for the college. The value of this arrangement is proven in the example of Sarah Crump, reporter for the Plain Dealer, contacting (MR) to involve a student in creating a backpack for a back to school story. The story featured Blake Pebbles and listed VMCAD as a supporter of the project. (MR) also enjoys working on stories about family members such as the story on Alexandra Marti for the News Herald. (MR) worked with Lisa and Quinn Marti and they helped us to include the college and Mrs. Veith in the story. (MR) worked with A. Wilhelm, graduate of VMCAD, to promote his first book. (MR) has built a relationship with Galleria and Rainbow Babies and Children's for an event with costume contest to promote Mr. Wilhelm's book. (MR) secured coverage of Duct Tape project in Plain Dealer, Sun News and Lakewood Observer.

Virginia Marti College of Art and Design Lecture Series: In the discussions regarding external marketing, it was apparent no effort was being made to build relationships with the external community or possible continuing education students. (MR) suggested a lecture series and gave details of the Lecture Series Katherine Miracle helped to create at the University of Akron. (MR) worked with Don Weeks to create a series of interesting topics and speakers. (MR) also called possible attendees and posted flyers in local businesses and coffee shops. (MR) secured the involvement of the Lakewood chamber and assisted Don with the purchased ads for the second lecture. (MR) has assisted Don in reaching a new audience that can now educate others about the opportunities available at VMCAD. (MR) secured the lectures in calendar listings in local publications.

Currently, Miracle Resources serves as the Public Relations firm for VMCAD:

Our work from May 2015 to present includes:

Securing Crain's Article, CBC Article, TV 3 interview, creation of Welcome Reception & Alumni Awards, Brand Ambassador Program, creation of first ever e newsletter and creation of marketing strategy to secure new students.

Institutional Advancement at VMCAD:

Katherine Miracle led the strategic plan committee on institutional advancement and create the ONE VOICE, ONE VISION, ONE VMCAD kit that serves as the brand builder training for all VMCAD internal stakeholders. Katherine create the media manifesto for VMCAD that creates news and engaged all media to celebrate the colleges 50th anniversary.

VMCAD Alumni Association: (MR) assisted Don Weeks in forming the first alumni association. Our work in researching board structures, by laws and possible first fundraising efforts has built a beginning foundation for the alumni association. (MR) has created branding language and specific tag lines for the alumni association that will convey excitement and engagement for alumni to become involved. (MR) has assisted Don in creating the first year event and plan of future events for the alumni association. **Currently**, Miracle Resources is assisting Matt Dodd with the July 2015 Alumni Awards and Welcome Reception for VMCAD President Dr. Milan Milasinovic.

Capital Campaign:

MR created a gala and capital campaign for a small church. Katherine Miracle secured **Ted Henry** of WEWS TV 5 as an honoree for the Gala. The MR team has created new revenue and built a foundation of fundraising for the church community.

MR created and executed a revenue development campaign for **Tau Kappa Epsilon at the University of Akron**. Prior to working with MR, the average gift was \$25.00 per donor. MR created a campaign of events, annual giving projects, training for all leaders in the organization, visits to potential donors and leadership gift plan that has resulted in the average donor gift of \$2,560 per donor. MR works with the alumni office and school of communication at **The University of Akron** to consult on events and marketing initiatives.

MR served as a sub-contractor for the **Community Assessment Treatment Services** non- profit to create and produce all capital campaign materials. (See materials at www.miracleresources.com / special projects) MR has also secured leaders for the campaign and helps create a leadership structure for the campaign.

Lutheran Urban Community Ministries (L.U.C.M) contacted MR to conduct a feasibility study and capital campaign. MR has worked with the Board of Directors to help them pull together on how they are structured and how they describe their mission. MR conducted a leadership study of the board, a feasibility study of the stakeholders of the organization and created a one-voice kit, which describes the mission of L.U.C.M for external and internal audiences. MR created a DVD that will secure donors and

volunteers to the campaign. MR is secured leaders and partners to help renovate a camp owned by L.U.C.M.

Marketing & Fundraising:

Cleveland Hearing & Speech Center hired MR in July of 2013 to create a plan to engage donors and promote awareness of their mission. Miracle Resources created demographic fundraising and a business partners sponsorship concept that markets the center and has secured new donors. MR has created marketing materials and designed the marketing action plan. Katherine Miracle serves as a fundraising coach for the development team at the center. The ROI was an innovative fundraising campaign that cut the labor on the gala and created 2 new revenue streams. **Our demographic fundraising campaign was selected to be showcased at the International Association of Fundraising Professional Convention as Innovative Fundraising Campaign of 2014.**

America's Respect Revolution is a campaign to re brand America with respect created by Miracle Resources. We have created videos through students that help people take the Respect Pledge and create a culture of success through personal branding and coaching. We send speakers and trainers to conduct team building in schools, non-profits, colleges and corporations.

Respect Couture is an online fashion and design brand that promotes the work of couture designers. The proceeds of sales funds the Americas Respect Revolution campaign.

Fundraising:

The Leukemia & Lymphoma Society, The Northern Ohio Chapter
2004 Service to Mankind Awards Gala honoring **Floyd Loop, MD,**
Senator Mike DeWine and Frederick Nance

The event was held June 4, 2004 and raised over \$260,000. Miracle Resources helped to secure 44 Corporate Sponsorships and 450 people attended the event at the Intercontinental Hotel & Conference Center

Voices for Children of Greater Cleveland contacted MR to execute and plan their first ever fundraiser. A luncheon honoring the **Ratners, the general manager of WKYC TV 3 and a legislator.** The event raised over \$120,000 and MR produced a mission video that Voices can use for all events.

Miracle Resources sponsored and assisted in the creation of a Project Love reception for **Erin Brockovich.**

The Learning Disabilities Association benefited from Katherine Miracle personally using her contacts to secure over 25 new committee members for a non-profit client who will now have these volunteers as leaders within their organization. In March 2006, MR created and executed the Learning Disabilities Association gala honoring **actor**

Henry Winkler. The event raised over \$180,000 net and was covered by all media outlets. Katherine Miracle connected LDACC to the county commissioners and helped write a grant that resulted in \$25,000 for LDACC.

In October 2006 MR planned and executed the first ever fundraiser for the **Northeast Ohio Nursing Initiative**. We created an awareness event with the gala. The media attended and open house for the public to see nursing displays from the 1940s and today's nursing technology in a mobile hospital. The gala raised over \$160,000 net and was attended by over 400 people at the IX center.

Victims Assistance Program contacted Miracle Resources for help with a Mardi Gras Fundraiser that would happen in 75 days! Miracle Resources orchestrated all details for the event and sold all sponsorships in addition to coordinated the save the date and invitation mailings. Miracle Resources created the event program and script. Miracle Resources secured media partners and secured silent and live auction items. Over 100 auction items were sold and Miracle Resources organized the packaging, display and cash out of all items.

The event raised over \$60,000 net and was attended by over 300 guests on March 3, 2007.

Cleveland Clinic hired Miracle Resources to create a 50th anniversary for South Pointe Hospital. Miracle Resources created an employee engagement event and gala that raised over \$150,000 net for the school of nursing. Miracle Resources created a silent auction and took a simple anniversary event to an elaborate gala that helped provide scholarships to nursing students. Katherine Miracle worked with **Dr. Delos Cosgrove** and clinic staff members to secure a major gift from one of Katherine's mentors. Miracle Resources secured honorees for this event and the honorees are now major gift donors to the Cleveland Clinic.

Cleveland Council on World Affairs contacted Miracle Resources 51 days prior to their gala to celebrate Ireland. Miracle Resources created the event invitation, sold all tables and created a live and silent auction. Miracle Resources created all advertising in Crain's and Plain Dealer. The June 23, 2007 gala raised over \$150,000 net and was attended by 300 guests at The Intercontinental hotel.

American Red Cross hired Miracle Resources two months prior to the Heroes Fundraiser to handle all logistics and fundraising. The Miracle Resources team sold out the event and raised over \$250,000 net.

Miracle Resources Training:

Our **Brand + Team= Revenue** national training program is used by corporations including Sherwin Williams, Bayer & US Bank and Associations including The National Association of College Marketers, The National Kitchen & Bath Remodelers. The College version of this training has been used by Miami Jacobs Career College. The high school version of this training has been used by Cuyahoga Falls High School & Wadsworth High School.

THE MARCH OF DIMES: Cleveland, OH 1989-2003

- Promoted 6 times and served 14 years with leading non-profit.
- Recruited, trained and managed three different Boards of Directors.
- Five times "Top Ten Staff" award winner and nationally recognized "Staff Excellence Winner".
- Corporate sponsorship program creation and acquisition of national and local corporations resulting in over budget success record.
- Award winning special event creation and implementation.
- Award winning volunteer development program creation and implementation.

THE MARCH OF DIMES Executive Director Cleveland, OH 2001-2003

- Created and implemented a complete turnaround in Board structure by recruiting and training a new board of diverse top community leaders
- Decreased expenses by \$50,000 through strong plan and execution of donations and streamlining projects.
- Leadership, problem solving and creativity led to the securing of beneficiary events, which led the division to year over year consistent growth.

March of Dimes Director of Development - Cleveland, OH 1999-2001

- Led the Cleveland WalkAmerica to a revenue increase of \$119,000.
- Executed Golden Mile event budget \$35,000 actual \$148,000
- Testimonial event results: Budget \$80,000 actual \$204,000.
- Re-established MOD relationship with Medical Mutual and handled all arrangements for **Joe Namath**.
- Created and executed the first Akron Golden Mile recruited William Considine - CEO, Children's Hospital Medical Center as Honoree, Budget \$30,000 actual \$65,000.
- Decreased WalkAmerica direct donor benefit expenses by 40%.
- Secured Anthem for \$90,000 1998-2000 golf sponsor.

Director, WalkAmerica, Corporate Sponsorship - NE Ohio Chapter 1998-1999

Youngstown, Cleveland, Akron, Mansfield, Toledo, Canton, New Philadelphia and all areas surrounding these cities.

- Created a local roundtable concept producing 62 new teams and \$32,000 in new WalkAmerica revenue.
- Created and executed Board Walk for Babies, a mission education street fair, this project has been nationally recognized.
- Increased revenue by 20% while keeping the event expenses fewer than 4% cost ratio in Star Chefs event.
- Created a national model for WalkAmerica using amusement park location to increase revenue and minimum donation.

Director, WalkAmerica - Metro Division

1996-1998

Counties of Summit, Medina, Stark, Cuyahoga, Wayne, Lake, Geauga and Lorain.

- Recruited 20 youth walkers to form our chapter's first chain reaction group. Led this group to plan a program project that won a national youth award.
- Secured cell phones from Verizon 1996 to present time (this is an average \$30,000 donation per year)
- Secured \$140,000 in sponsorship including chapter wide sponsorship.

Director, WalkAmerica - NE Ohio Chapter

1993-1996

Youngstown, Cleveland, Akron, Mansfield, Toledo, Canton, New Philadelphia and all areas surrounding these cities.

- Led Phonathon campaign to an increase of 45% in revenue.
- Worked to secure Meridia as a WalkAmerica sponsor of \$ 90,000 over three-year period.
- Recruited Progressive Insurance, Uniroyal Goodrich & Century Products as a National WalkAmerica teams.
- Created and executed our chapters first Leadership Breakfast for all industries. Since 1995, the event has recruited an average of eight new teams resulting in an average of \$10,000 in new revenue yearly.
- Created and executed our chapters first banking breakfast hosted by William McDonald CEO, National City Bank. The event and training led to \$40,000 in new revenue.
- Recruited the Metro Divisions first WalkAmerica sponsor in Finast, securing \$150,000 in sponsorship from 1993-1997.

Director - East Central Division

1990-1993

Counties of Summit, Stark, Tuscarawas, Medina and Wayne.

- Created and executed the first March of Dimes Firestone Celebrity Golf Outing with **Gordie Howe**.
- Created, planned and recruited speakers for Grant writing workshop.
- Executed and helped to create a community health forum "The ABC's of Healthy Childbearing "in Medina and Tuscarawas counties.
- Under my leadership, the division had an average of a 45% increase in revenue per year.

Director - Western Reserve Division

1989-1990

Counties of Lake, Ashtabula and Geauga.

- Established a new division with division board and secured office space.
- Exceeded the Phone-a-thon budget by 20%.
- Jail n Bail Budget was tripled.

Publications, Public Speaking and Presentations

Columnist for **CBC Magazine** writing the Marketing Matters Column

Book I.

Discovering your Dawn published by Advantage Media

Katherine Anne Miracle is a professional speaker on topics including Marketing, Personal Branding, power of a positive attitude, motivation, networking, leadership development, organization and event planning, life balance and mentoring. Katherine's voiceover work has been featured in commercials and cd's showcasing client's products and services.

www.katherinemiracle.com

Katherine Miracle presents the following to college students: Overcoming Stress and Preventing a Personal Crisis

Katherine shares the mistakes she made during a time of tragedy in an effort to help others prevent personal crisis. Using real life examples, she makes her experience one that others can relate to. This presentation impacts college students because it is about the loss that she experienced when two of her close friends and sorority sisters were murdered.

Why this presentation is important for students: College Students report feeling increased stress and sometimes will not ask for help in times of crisis. Student audience testimonials show that students listen to a speaker/college instructor who has survived tragedy and can help them prevent a crisis.

The topics in the presentation include:

- Creating your own personal/professional code of ethics
- Dealing with relationship issues
- Eliminating pride
- Eliminating the fear of success
- Moving away from negativity
- Not recognizing the danger of jealousy
- Preventing stress from controlling your life
- Recognizing emotional abuse and verbal abuse
- Releasing dependence on others
- Stopping self doubt
- Study tips for stressed out students
- The dangers of accepting others view of what is beautiful
- Understanding addiction
- Understanding guilt

Katherine's hope is to help college students through her book, public speaking and sharing the Code of Personal Ethics that she developed for her life during a time of tragedy.

Book II.

Marketing That Drives Revenue: Published by Miracle Resources

This book is used as a textbook by career colleges to teach marketing. Entrepreneurs also use the book as a GPS for marketing their business.

Book III.

Your Strategic Personal Brand: Published by Outskirts Press

This book is used as a textbook by career colleges to teach branding and professional development. The book is a workbook for Miracle Resources **Brand + Team= Revenue** Training.

KatherineMiracle.com

Katherine's speaking client list includes:

Akron Chamber of Commerce
Ashland University
Bayer
Cleveland State University
COSE
Cuyahoga Falls Chamber of Commerce
Degussa
Deloitte
First Merit Bank
GNC
Hitchcock Center
Holiday Inn Management Group
Huntington Bank
Kendal
Key Bank
Know- Knowledge for women
Mannatech
Mount Union College
National City Bank
National Association of College Marketers
National Association of Kitchen & Bath Remodelers
National Association of Digital Users

Northwestern Mutual
Ohio State Realtors
Ohio Chamber of Commerce
Parker
Sandusky Community Foundation
Senior Center Directors Association
Sherwin Williams
Summit County Juvenile Court
Stem Tech
SS&G BBDO
University of Akron
US Bank
Teenage Institute
Virginia Marti College of Art and Design
Westfield Insurance

Honors and Awards

Selected to the 1999 Strategic Planning Committee for National WalkAmerica (one of 70 employees out of the entire company)

Selected to the year 2000 National WalkAmerica Strategic Implementation Committee (one of only 50 employees selected out of the entire company)

Selected and Honored by the March of Dimes Nationally for the Staff Excellence Award for Volunteer Development

Honored as a top ten star performer for WalkAmerica revenue 1994, 1995, 1996, 1997 and 2000.

Recruited to Speak on Special Events Fund-raising at Cleveland State University 2001

University of Akron Alumni Award from University Park Development Corporation 2004

Selected as the Most Valuable Networker by International Referral Network 2005

CBC magazine BEST SPEAKER/ FACILITATOR 2011

Distinguished Sales and Marketing Executive, Sales and Marketing Executives International, Akron Chapter 2013

Distinguished Marketing Executive SME Cleveland 2013

Alpha Award 2016 from Elite Woman International

Professional Memberships

- **National Society of Fundraisers (AFP)** 1997-Present
- **Association of Fund-raising Professionals (AFP)** Active member 1999-Present Board Member and Membership Chairperson
2000-Elected Vice President Membership Services created “Member Night”, mentor program and serving as job coordinator for the membership (Placing over 20 members in high level positions)
- **Council of Small Enterprises (COSE) member and featured speaker**
- **Cleveland Bridge Builders:** Board member 2000 to 2006 , member of class of 2002, member of CBB from 2000 to present
- **Member of Akron AM Toastmasters and Toastmasters International**