

Katherine Miracle, MBA
1144 Partridge Street
Wadsworth, OH 44281

330-777-2003 ext. 100
km@miracleresources.com
www.katherinemiracle.com
www.miracleresources.com

Education

University of Phoenix, Beachwood, Ohio

June 2009

Master's Degree in 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 and interactive classroom plans.
 Selected 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 the Creative Circus college.)

Created Principles of Business and Entrepreneurship classes on-ground and on-line, curriculum, lesson plans, activities and class textbook, "**Marketing that Drives Revenue**", at the Virginia Marti College of Art and Design (VMCAD).

Created Personal Branding textbook, "**Your Strategic Personal Brand, the Truth and the Lies**", for students at the Virginia Marti College of Art and Design.

Created **Brand+Team = Revenue** training program for corporations, hospitals and non-profits. It includes 30+ courses, uses certified trainers and is a franchised program.

TEACHING EXPERIENCE

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

Instructor, Cleveland Media School (Ohio Broadcasting Center)

January 2011-Present, Teaching on-line as needed

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

April 2016-August 2017, Taught Storytelling: Writing for Journalists

Instructor, Bryant & Stratton College

January 2016-Fall 2017: Taught Marketing Principles and Public Speaking. Left position to begin teaching at Kent State University.

Instructor, Virginia Marti College of Art & Design (VMCAD)

Spring 2005-December 2016: Compiled 400 credit hours of teaching. Left position to work on trainer recruitment for Brand+Team=Revenue.

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

Fashion Show Production, 2016: 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 audience from the industry and the community. Three media outlets covered the show.

Advertising and Promotions, 2005-2016: Katherine secured internships for students with her corporate contacts. She created lesson plans, tests, the final project and an interactive classroom. Students shared their passion for the class, the advertising industry and event promotions. The challenge of creating their own advertising campaign was exciting for students, and feedback from the class was positive.

- **Return on Investment:** Evaluations from the staff and students were excellent. Katherine engaged students in a branding/marketing/advertising project for First Federal of Lakewood, VMCAD and America's Respect Revolution. She led students through the branding process and advertising campaign development for the Fashion Merchandising Department of the college.

Marketing/Principles of Business, Salesmanship, 2005-2016: Katherine created lesson plans, a mentorship program, guest speaker nights, tests, a field experience and sales project.

- **Return on Investment:** Staff and student reviews were excellent. For this class, Katherine and Bill Truax co-authored a book, *Tru-Miracle Selling*, and engaged students to try a new style of personal selling.

Small Business Management/ Entrepreneurship, 2005-2016: Katherine secured business owners who needed business plans to work with students in an interactive process. She created an interactive game for students, a mentorship program and a new final project that focused on the student's career path. Students and staff reviews have been excellent.

Instructor, Academy of Court Reporting and Technology (ACRT) and Miami-Jacobs Career College
Program Director Business/Management Program, April 2013-October 2014

August 2009-October 2014: Compiled 180 credit hours of teaching. Left position to teach for Bryant & Stratton with my mentor, Lynn Mizanin, who become campus director at Bryant & Stratton.

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

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

- **Return on Investment:** Katherine used 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, 2009-2014: Katherine secured business owners who needed business plans to work with students in an interactive process. She created an interactive

game for students, a mentorship program and a new final project that focused on a student's career path. Students and staff reviews have been excellent.

Career Management, 2009-2014: Katherine used cases studies and research to ensure that students created a strategy for success.

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

Instructor, The University of Akron

January 2010-Present: Taught 140 credit hours as of May 2017 Recruited by the 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. The process has been adopted as standard for high-performing students. To assist students who need extra help, she stays late and arrives early to offer assistance. Katherine has helped students with learning disabilities and language differences. She meets student's needs by letting them call her whenever they need help. Katherine understands that many students work late at night, so she accepts calls from students from 6 a.m.-11 p.m. After graduation, students stay in touch with Katherine. She helps them with contracts and interviewing, and shares her contacts. Her engaging and interactive approach helps students succeed in personal and professional growth.

MIRACLE RESOURCES LLC, Akron, OH

2003-Present

Founder & Owner

The abbreviation "MR" will be used often in this document.

- Miracle Resources is a full-service public relations, marketing and training firm that increases awareness and revenue for our clients. Miracle Resources consultants specialize in Marketing, Public Relations, Advertising and Revenue Development.

- The professional staff at Miracle Resources LLC has served clients, including Dunkin Donuts, the American Red Cross, the Cleveland Clinic Foundation and Northwestern Mutual. For a client list and achievements, go to www.MiracleResources.com.

Return on Investment

Katherine Miracle and the consultants of Miracle Resources have:

- Trained more than 5,000 professionals to build their strategic personal brand, their workplace team and the company brand, resulting in increased revenue and awareness.
- Raised \$30 million+ for 11 non-profits organizations.
- Secured \$5 million 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 500+ fund-raising professionals in high-tech and high-touch resources to increase revenue.
- Motivated more than 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 more than \$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 an advertising campaign for a restaurant that received bad publicity. Miracle Resources showed that the staff had been with the restaurant long-term and gave amazing service to customers.

The ad series added a component never done before. We featured the chef and general manager/sommelier. The chef had an excellent reputation. He had been with the owner for 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 the customer base. Once we achieved these goals, we moved into a second ad campaign, showcasing a total dining experience from the customer's point-of-view.

The second campaign, called *Discover*, targeted the Summit County area with *The Akron Beacon-Journal* to engage potential guests. The *Rediscover* campaign was created to reconnect the restaurant 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. This 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 stations in Northeast Ohio.

Miracle Resources reviewed the restaurant's radio and print contracts. MR negotiated to use trade and decrease spending, while building strong partnerships. Katherine Miracle created an event with Cleveland's classical music station, WCLV, honoring owner Robert Conrad at a wine event. This increased revenue for the restaurant and an amazing commercial on WCLV helped 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** radio station for a military mom's luncheon at the restaurant.

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

The result? After 6 months, increased exposure, increased revenue and cost savings in media contracts, revenue rose \$50,000.

Miracle Resources created 3 videos for social media advertising for VMCAD, in partnership with the Advertising Promotions class. The videos are used as a recruitment tool on the college Web site, and sent to potential students.

Media Crisis:

Miracle Resources crisis communications team:

- Creates public relations plans for clients, so they can effectively communicate clear messages and details of events during a media crisis.
- Conducts media training for all staff of clients to ensure preventative measures in case of a crisis and to ensure a clear message from a spokesperson, if media comes to our client's location.
- Is on-site for all media interviews and works with all staff leadership, corporate attorneys and CEOs/owners to ensure on-air success.

Events:

Mock Shark Tank: As a program director for the Miami-Jacobs Career College, Katherine created a mock shark tank with real venture capitalists, 40 presenters and 20 sharks. The turnout resulted in a packed house that gave the college increased 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 the Firestone Country Club, foursomes and silent auction items to help the client connect to franchisees and strategic alliances.

International Referral Network: Miracle Resources implemented an annual conference. 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 press coverage of the event.

Northeast Ohio Wedding.com: Miracle Resources helped a restaurant in crisis to increase bridal events at their restaurant. Katherine Miracle used her connections to host an event for 147 event and wedding planners.

The result: Planners who were not aware of the restaurant's private dining 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 now send hotel guests to the restaurant.

The Veterans Administration: Miracle Resources was hired to create a public memorial ceremony. Miracle Resources used social media and corporate contacts to increase attendance, and secured media coverage. TV stations and newspapers covered the event.

Jeff's Motorcars of Wadsworth contacted Miracle Resources to plan and execute a grand opening. MR created a VIP party and a casual open-to-the-public event, plus 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: Working with the 40th Anniversary Celebration event committee, Miracle Resources provided solutions on every detail, from invitation to detailed logistics. MR secured all media coverage for the celebration, which resulted in interviews with ***Currents, The Plain Dealer, Luxury Living, Lakewood Observer*** and ***Sun News***. The secured coverage is valued at \$10,000 -- the amount VMCAD would have had to spend if it paid for coverage.

MR was impressed that college leaders wanted to raise money for the Mission to the Fatherless, instead of just having a celebration. To meet that goal, MR sold sponsorships to vendors, prospective vendors and friends of the college, as well as the usual tickets to the event. MR added a silent auction to increase revenue, created the event program and secured all program components. MR worked with graduate Amanda Destro to design the program. Even though the event was not a fundraiser, the silent auction raised more than \$17,000 for the Mission to the Fatherless.

Marketing & Branding:

360 Safe Solutions saves lives! Miracle Resources created the branding and marketing materials for this app that is used during school shootings and workplace crisis events to help people communicate about safe areas and where danger exists. It was created by 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 Web site, a marketing campaign, info graphics and marketing materials. Our public relations team scored Bob an interview on **WKYC TV-3** within 48 hours of launching The Vation Group. We connected The Vation Group to our contacts, which resulted in a permanent contract for The Vation Group.

Barnes Wendling CPAs hired Miracle Resources in October 2012 to success coach employees, consult on marketing activities and create a 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 training and branding events, as needed, for all Barnes Wendling offices.

Miami-Jacobs Career College and its parent company, Delta Education: MR worked with The Academy of Court Reporting in Cleveland and consulted on all aspects of marketing, including the sale of the college to the Miami-Jacobs Career College and its 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 training and workshops, and oversees the college's management program.

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. Our team worked with two executive directors to launch a new era that included new revenue streams, showing movies and launching fund-raising events. Miracle Resources held a press conference for the community and media to launch the new era. The success continues today. Our team created a new brand, new marketing materials and a new culture of success.

Main Street Wadsworth: MR began the marketing and education efforts of a Community Development project. 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, tours cities to find the best practices, and secured funding for the program.

Ms. E's Place in Canton, OH, was just a dream when owner Leah Ackerman met with Miracle Resources. MR created the logo, signage, marketing plan, media partnerships and marketing materials. MR blitzed the Greater Canton area, 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, a huge success, was planned with partners such as, Akron Children's Hospital, the Jackson-Belden Chamber and WKDD Radio. Revenue for the opening weekend was 50 percent above projections!

Other success stories

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

The restaurant won five awards from **Northern Ohio Live** when MR encouraged 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 (WISE), Center for Health Affairs, 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 the Convention and Visitors Bureau.

MR contacted all individuals listed in **Crain's Cleveland Business** and **The Plain Dealer** as being promoted to CEO, CFO and COO positions and brought them to the restaurant as a congratulatory gift. MR created a new and exciting format for the restaurant's Web site and handled all updates and new features.

- **The Result:** \$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 -- a new revenue stream for the restaurant. Cost savings and new guests have increased total revenue \$100,000.

Virginia Marti College of Art and Design, Internal marketing and focus groups:

MR created two focus groups to discover what students and VMCAD leadership believe 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 increase enrollment. We added these solutions to the marketing plan.

Internal marketing

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

External marketing

Portfolio Review events & Fashion event: MR worked with media to secure calendar listings for events and coverage by TV-19, **The Plain Dealer** and **Sun News**. The coverage, valued at \$5,000, was determined by the price if the coverage was purchased by each media outlet. MR also set up a Business After Hours to introduce VMCAD to the Lakewood Chamber to create buzz marketing.

To secure referrals to potential students, MR created an advisory committee with 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:

ComDoc: MR planned and executed a seminar for the client. Prior to the seminar, Katherine Miracle trained the ComDoc staff on networking, so employees could effectively network with those at the seminar. The seminar was attended by the business community, and elected officials in Broadview Heights came to a networking breakfast. A nationally known speaker gave the seminar and the event increased awareness for our client. Local media covered it.

MR created a seminar series for a young female financial planner for Northwestern Mutual Financial. We wanted to introduce our client to her target market and meet the goal of Northwest Mutual to collaborate with a charity. MR planned and executed all event logistic 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 **The Plain Dealer**, Ohio's largest newspaper. The event was also covered by four television stations and promoted on 15 radio stations.

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

- Local media printed a negative story about a chef leaving and being treated unfairly.
- A reporter wrote a negative story about turnover and servers not receiving their tips.
- Road construction in front of the restaurant was devastating business.

MR knew we needed to increase revenue and awareness.

Our solution was to force the truth to the media through:

1. An institutional ad campaign.
2. A campaign to attract a new market, and
3. 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.

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 in **The Chagrin Valley Times**. The restaurant won five awards from **Northern Ohio Live** by MR urging guests to vote for the restaurant. The results of the MR marketing and public relations campaign resulted in \$100,000 in increased revenue.

Publicist:

Miracle Resources serves as the publicist for VMCAD and Mrs. Virginia Marti Veith. MR nominated Mrs. Veith for awards from the Association of Fundraising Professionals, **Northern Ohio Live** and Dove Foundation. MR is the media contact for projects at the college. The value of this arrangement is proven in the example of **Plain Dealer** reporter Sarah Crump 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 project supporter.

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, a graduate of VMCAD, to promote his first book. MR has built a relationship with the Galleria and Rainbow Babies and Children's Hospital for an event with a costume contest to promote Mr. Wilhelm's book. MR secured coverage of Duct Tape project in **The Plain Dealer**, **Sun News** and the **Lakewood Observer**.

Virginia Marti College of Art and Design Lecture Series: In 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 then

- Worked with Don Weeks to create a series of interesting topics and speakers.
- Called possible attendees and posted flyers in local businesses and coffee shops.
- Secured the involvement of the Lakewood Chamber of Commerce.
- Assisted Don with the purchased ads for the second lecture.
- Assisted Don in reaching a new audience that can now educate others about the opportunities available at VMCAD. MR included 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 articles in ***Crain's Cleveland Business*** and ***Cleveland Business Connects*** (CBC) magazine.
- Interview on TV-3.
- Creation of a Welcome Reception & Alumni Awards event.
- Brand Ambassador Program.
- Creation of a first-ever e-newsletter and a marketing strategy to secure new students.

Institutional Advancement at VMCAD: Katherine Miracle led the strategic plan committee on institutional advancement and created the ONE VOICE, ONE VISION, ONE VMCAD kit that serves as the brand-builder training for all VMCAD internal stakeholders. She created the media manifesto for VMCAD that creates news. It engaged all media to celebrate the college's 50th anniversary.

VMCAD Alumni Association: Miracle Resources assisted Don Weeks in forming the first alumni association.

- Researched board structures, by-laws and possible first fundraising efforts to help build a beginning foundation.
- Created branding language and specific tag lines for the alumni association that will convey excitement and engagement for alumni to become involved.
- Assisted Don in creating the first-year event and a plan of future events for the alumni association.

- Assisted Matt Dodd with the July 2015 Alumni Awards and Welcome Reception for VMCAD President Dr. Milan Milasinovic.

Capital Campaigns:

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.

Tau Kappa Epsilon, the University of Akron: MR created and executed a revenue development campaign, raising the average gift from \$25 per donor to \$2,560 per donor. MR created a campaign of events, annual giving projects, training for all leaders in the organization, visits to potential donors and a leadership gift plan.

MR continues to work with the Alumni Office and School of Communication at The University of Akron to consult on events and marketing initiatives.

Community Assessment Treatment Services: MR served as a sub-contractor for this non-profit to create and produce all capital campaign materials, secure leaders and help create a leadership structure for the campaign. Go to www.miracleresources.com/specialprojects

Lutheran Urban Community Ministries: L.U.C.M. contacted MR to conduct a feasibility study and capital campaign. MR 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 to secure donors and volunteers to the campaign. MR secured leaders and partners to help renovate a camp owned by L.U.C.M.

Marketing & Fundraising:

Cleveland Hearing & Speech Center hired Miracle Resources in July 2013 to create a plan to engage donors and promote awareness of their mission. MR created demographic fundraising and a business partners sponsorship concept that markets the center and secures new donors. MR created marketing materials and designed the marketing action plan. Katherine Miracle serves as a fundraising coach for the development team at the center.

- **Return on Investment:** An innovative fundraising campaign that reduced the labor on the gala and created two new revenue streams. Our demographic fundraising campaign was showcased at the International

Association of Fundraising Professional Convention as the Innovative Fundraising Campaign of 2014.

America's Respect Revolution is a campaign created by Miracle Resources to re-brand America with respect. 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 on-line fashion and design brand that promotes the work of couture designers. The proceeds of sales funds the America's Respect Revolution campaign.

Fundraising:

The Leukemia & Lymphoma Society, Northern Ohio Chapter: Created 2004 Service to Mankind Awards Gala honoring Floyd Loop, MD, then U.S. Senator Mike DeWine and Frederick Nance. The event on June 4, 2004, raised more than \$260,000. Miracle Resources helped 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 more than \$120,000. 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 (LDACC) benefited from Katherine Miracle personally using her contacts to secure more than 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 more than \$180,000 net and was covered by media outlets. Katherine connected LDACC to the County Commissioners and helped write a grant that resulted in \$25,000 for LDACC.

Northeast Ohio Nursing Initiative: In October 2006, MR created, planned and executed the group's first-ever fundraiser -- an awareness event with a gala. The media attended an open house for the public to see nursing displays from the 1940s and today's nursing technology in a mobile hospital. The gala netted more than \$160,000 and was attended by 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! MR orchestrated all details and sold sponsorships, in addition to coordinating the Save-the-Date and invitation mailings. MR created the event program and script, secured media partners and secured 100+ silent and live auction items. MR organized the packaging, display and cash-out of all items. The event raised over \$60,000 net. More than 300 guests attended on March 3, 2007.

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

Cleveland Council on World Affairs contacted Miracle Resources 51 days prior to their gala to celebrate Ireland. MR created the event invitation, sold all tables, created a live and silent auction, and created all advertising in **Crain's Cleveland Business** and **The Plain Dealer**. More than 300 guests attended the June 23, 2007, gala that raised over \$150,000 net 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 helped sell out the event and raise more than \$250,000 net.

Miracle Resources Training:

Our **Brand + Team = Revenue** national training program is used by corporations, such as Sherwin Williams, Bayer and US Bank, and associations, including The National Association of College Marketers and The National Kitchen & Bath Remodelers.

- The college version has been used by the Miami-Jacobs Career College.
- The high school version has been used in Cuyahoga Falls and Wadsworth.

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.
- Named "Top Ten Staff" award winner five times. and nationally recognized "Staff Excellence Winner".
- Created corporate sponsorship program and acquired national and local corporations, resulting in an over-budget success record.

- Created and implemented award-winning special event.
- Created and implemented award-winning volunteer development program.

Executive Director, The March of Dimes, 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 planning and execution of donations and streamlining projects.
- Leadership, problem-solving and creativity led to the securing of beneficiary events that helped the division to year-over-year consistent growth.

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

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

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

Includes 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 percent, kept the event expenses to less than 4 percent 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**

Includes Summit, Medina, Stark, Cuyahoga, Wayne, Lake, Geauga and Lorain counties.

- 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- present, an average donation of \$30,000 per year.

- Secured \$140,000 in sponsorships, including chapter-wide sponsorship.

Director, WalkAmerica, NE Ohio Chapter **1993-1996**

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

- Increased Phone-a-thon campaign revenue by 45 percent.
- Secured Meridia as a WalkAmerica sponsor of \$ 90,000 over three years.
- Recruited Progressive Insurance, Uniroyal Goodrich & Century Products as National WalkAmerica teams.
- Created and executed our chapter's 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 annually.
- Created and executed our chapter's first banking breakfast, hosted by William McDonald, CEO, National City Bank. Led to \$40,000 in new revenue.
- Recruited the Metro Division's first WalkAmerica sponsor in Finast Supermarkets, secured \$150,000 in sponsorship from 1993-1997.

Director, East Central Division **1990-1993**

Includes Summit, Stark, Tuscarawas, Medina and Wayne counties.

- 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 saw an average revenue increase of 45 percent per year.

Director, Western Reserve Division **1989-1990**

Covers Lake, Ashtabula and Geauga counties.

- Established a new division with division Board. Secured office space.
- Exceeded the Phone-a-thon budget by 20 percent.
- Tripled the Jail-n-Bail budget.

Publications, Public Speaking and Presentations

Columnist for **CBC Magazine**, wrote the "Marketing Matters" column.

Authored three books

Book #1. *Discovering Your Dawn*, published by Advantage Media

Katherine Anne Miracle is a professional speaker on Marketing, Personal Branding, power of a positive attitude, motivation, networking, leadership development, organization and event planning, life balance and mentoring. Her voiceover work has been featured in commercials and CDs showcasing her client's products and services. Learn more at www.katherinemiracle.com.

Katherine Miracle presents the following to college students:

Results, Relationships & Respect

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.

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.
- 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 #2, *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 #3, *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. Learn more at **KatherineMiracle.com**.

Katherine's speaking client list includes:

Associations: National Association of College Marketers, National Association of Kitchen & Bath Remodelers, National Association of Digital Users, Ohio State Realtors, Senior Center Directors Association

Business groups: Akron Chamber of Commerce, COSE, Cuyahoga Falls Chamber of Commerce, Ohio Chamber of Commerce

Corporations: Bayer Corp., Degussa, Deloitte, Mannatech, Parker Hannifin, Sherwin-Williams Co., SS&G – BDO USA LLP, StemTech HealthSciences Corp.

Education: Ashland University, Cleveland State University, Mount Union College, Ohio Teen Institute, University of Akron, Virginia Marti College of Art & Design

Financial institutions: First Merit Bank, Huntington Bank, Key Bank, National City Bank, US Bank

Hospitality industry: Holiday Inn Management Group, Intercontinental Hotel

Insurance: Northwestern Insurance, Westfield Insurance

Public sector: Summit County Juvenile Court

Retail: GNC

Social / community groups: Hitchcock Center For Women Inc., Kendal at Oberlin, Know-Knowledge for women-Akron Chamber of Commerce, Sandusky Community Foundation

Honors and Awards

1999, Selected to the Strategic Planning Committee for National WalkAmerica. One of 70 employees out of the entire company.

2000, Selected to the National WalkAmerica Strategic Implementation Committee. One of only 50 employees selected out of the entire company.

2002 Selected by the March of Dimes nationally for the Staff Excellence Award for Volunteer Development.

1994-1996 & 2000, Honored as a **Top 10** star performer for WalkAmerica revenue.

2001, Recruited to speak on special events fund-raising at Cleveland State University

2004, Received University of Akron Alumni Award from University Park Development Corporation.

2005, Selected the Most Valuable Networker by International Referral Network.

2011, Named Best Speaker/Facilitator by **Cleveland Business Connects** (CBC) magazine.

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

2013, Named Distinguished Marketing Executive, SME Cleveland.

2016, Alpha Award 2016 from Elite Woman International.

Professional Memberships

- **National Society of Fundraisers** (AFP) 1997-Present.
- **Association of Fund-raising Professionals** (AFP) Active since 1999.
Board Member and Membership Chairperson
2000, Elected Vice President Membership Services. Created "Member Night", mentor program and served as job coordinator, placing 20+ members in high-level positions.
- **Council of Small Enterprises** (COSE): Member and featured speaker.
- **Cleveland Bridge Builders**: Board member 2000-2006; member class of 2002, member of CBB 2000-Present.

- **Member, Akron AM Toastmasters and Toastmasters International.**