
LIZ FINCH

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PROFESSIONAL SUMMARY

Results-driven writer–editor known for uniting teams around actionable content strategy and compelling organizational stories. Excels at producing motivating, influential content rooted in deep knowledge of animal welfare, pet issues, and wildlife conservation. Leverages precision from medical and technical writing, paired with creativity and audience empathy, to consistently deliver clear, high-impact messages. Experienced project manager and mentor who drives results under tight deadlines.

SKILLS

- Strategic Communications & Content Planning
- Cross-Functional Collaboration
- SEO & Analytics
- Email & Newsletter Production
- Project Management (Asana, Trello)
- Accessibility & Inclusive Language
- Editorial Writing & Copyediting
- Brand Voice & Messaging Consistency
- CMS Publishing (WordPress, Wix)
- Social Media Management (Hootsuite, Meta)
- Coaching & Mentoring Writers
- Emotional Intelligence & Clear Communication

WORK HISTORY

Writer, 01/1993 - Current

Liz Writes Stuff LLC – Remote

Provide strategic writing, editing, and content development for clients across healthcare, animal welfare, and nonprofit sectors. *Portfolio at www.lizfinch70.com demonstrates versatility across content types and audiences.*

- Craft web articles, landing pages, and campaign materials optimized for clarity and engagement.
- Direct mail content, annual reports, and comprehensive fundraising documents requiring precise tone adaptation for different donor segments.
- Subscription newsletters about hospitals/healthcare topics, requiring accuracy in medical terminology.
- Online toolkit development about building successful organizational relationships, requiring instructional design and clear procedural writing.

- Personalized materials for major gift officers at City of Hope, a nonprofit medical research organization, demonstrating ability to craft compelling, relationship-focused communications that contributed to millions in donations.

Interim Director of Fundraising and Marketing, 08/2024 - 12/2024

Southwest Wildlife Conservation Center – Scottsdale, AZ

Developed comprehensive content across multiple formats and audiences to support organizational communications strategy.

- Created feature stories, newsletters, campaign materials, and fundraising communications highlighting conservation priorities across print, digital, and direct mail formats.
- Developed content tailored to diverse stakeholder groups including donors, volunteers, community members, and conservation professionals.
- Established an integrated editorial calendar and unified content strategy across web, email, print, and social channels.
- Produced donor campaigns and newsletters reaching 12,000+ supporters; campaigns generated six-figure contributions.
- Collaborated with operations and education teams to align voice, visuals, and timing for sensitive communications.
- Created scripts, Q&As, and talking points for videos, public events, and media.
- Crafted integrated messaging across various content types to support fundraising and awareness campaigns.

Senior Director, 09/2005 - 01/2024

Best Friends Animal Society – Remote

- Directed cross-department programmatic and communications planning for 15+ teams and managed \$4M in annual budgets.
- Produced blogs and leader messages that increased program participation by 40% over two years (attracting an additional 1,800 members).
- Led cross-functional crisis communications during major rescue operations.
- Mentored staff and subject-matter experts on writing, style, and accessible language.
- Managed internal and external communications to maintain consistency across national initiatives.

EDUCATION

Masters in Interdisciplinary Studies: (Nonprofit Mgmt/Animal Services Leadership)

Southern Utah University - Cedar City, UT

Bachelor of Arts: (English)

University of Iowa - Iowa City, IA

ADDITIONAL SKILLS

- Public speaker at national conferences including Best Friends Animal Society's National Conference, Humane Society of the United States Annual Expo, and Petco cat conference.
- Proficient in computer and web applications, including Microsoft Office tools, Google suite, ADP, Sharepoint, OneDrive, Trello, Fetch, Workday, PowerPoint, Asana, Canva, Wix, WordPress, Constant Contact, Bloomerang, Slack, Hootsuite. Knowledge of basic SEO, web analytics.

VOLUNTEER

Tour guide; wildlife hotline volunteer; Sept 2020 – Jan 2025

Southwest Wildlife Conservation Center, Scottsdale, AZ

Board of Directors, Vice President; Oct 2021 – Jan 2024

Partners for People, Aztec, NM

Board of Directors; Sept 2019 – Oct 2023

Fearless Kitty Rescue, Fountain Hills, AZ

Client Support; Jan 2019 - Jan 2020

Homeless ID Project, Phoenix, AZ