



# LEAH GESOURAS



Mansfield, Ohio  
419.631.1119  
LGesouras@gmail.com

## PERSONAL SKILLSET

- Donor Cultivation & Stewardship
- Membership Strategy & Retention
- Philanthropy & Corporate Giving
- Email Marketing & Campaign Strategy
- Social Media
- Community Partnerships & Sponsorships
- Solutions Journalism Funding
- Public Speaking & Facilitation
- Storytelling & Audience Engagement
- Cross-Functional Leadership

## AREAS OF EXPERTISE

- Hubspot, Canva, ActiveCampaign, Ignite, Newspaper, PandaDoc, Eventbrite, Metorik, Google Workspace, Slack, Zoom, Teamwork 15+ years in theatre & public speaking — exceptional presence, adaptability, and storytelling Trusted spokesperson and
- facilitator for community conversations
- Known for empathy, integrity, joy and the ability to build trust quickly and confidently
- Comfortable representing mission-driven organizations publicly and privately

## EDUCATION

### BOWLING GREEN STATE UNIVERSITY, 2015

Bachelor of Arts in Communication, Specialization in Musical Theatre

*Cum Laude 3.65 GPA*

*Grant-In-Ad Scholarship Recipient*

## REFERENCES

Available upon request.

## PROFESSIONAL SUMMARY

Community-centered leader with 7 years of experience driving membership growth, social media, donor cultivation, sponsorship revenue, and philanthropic investment in independent Local journalism. Known for blending strategic marketing, authentic relationship-building, and powerful storytelling to mobilize community support and grow sustainable revenue.

Background in professional theatre and public speaking brings a rare ability to communicate with empathy, presence, and clarity — translating complex missions into messages that inspire action. Human-first, impact-focused, and deeply fluent in the role journalism plays in strengthening democracy and community trust.

## HEAD OF COMMUNITY INVESTMENT

Source Media Properties / Richland Source | June 2019 - MAY 2026

- Lead revenue strategies that directly fund local journalism through membership, donor relationships, sponsorships, and philanthropy, with a focus on long-term community impact.
- Key Contributions & Impact Reporting on all work and projects.
- Built and managed multi-channel membership campaigns (quarterly), strengthening recurring revenue and deepening reader relationships
- Cultivated and stewarded corporate sponsors and philanthropic partners, aligning donor values with high-impact journalism initiatives
- Led fundraising and sponsorship efforts for Solutions Journalism series addressing housing, workforce development, and gun violence
- Developed donor-centered messaging that connects journalistic outcomes to real community impact, increasing trust and long-term engagement
- Generated and qualified donor and sponsor leads through strategic networking, CRM systems, community events, and relationship mapping
- Served as internal lead for community partnerships, events, and sponsorship opportunities, coordinating across editorial, product, and leadership teams
- Facilitated internal planning and alignment meetings to strengthen organizational culture, transparency, and shared mission

## ASSISTANT HOUSE MANAGER/USHER

The Daryl Roth Off-Broadway Theatre, NYC | January 2018 - 2019

- Front-of-house leader for high-profile theatrical productions in an intimate performance setting.
- Managed audience experience from entry to exit, ensuring safety, clarity, and comfort
- Handled sensitive guest issues including accessibility needs, medical concerns, and privacy
- Escorted VIPs and maintained professionalism in high-pressure, live-event environments
- Developed strong instincts in audience psychology, tone management, and emotional intelligence

## SALES ASSOCIATE/SPA SPECIALIST

Lush Cosmetics, NYC | October 2016 - 2018

- Delivered personalized, values-based sales experiences rooted in ethical sourcing and brand storytelling
- Conducted one-on-one consultations to identify customer needs and recommend solutions
- Managed appointment scheduling, confirmation campaigns, and in-person client experience

## CONVENTION CREW WORKER (Reedpop, CareerGroup, RemX)

- Worked major national conventions including New York Comic Con, Star Wars Celebration, C2E2, Wizard World.
- Guest liaison for celebrities and VIPs
- Crowd flow, line management, and attendee experience
- Security, registration, and merchandise operations

# REFERENCES

## **Grace Riegel**

Development & Executive Affairs Coordinator

Renaissance Theatre

**Grace@mansfieldtickets.com**

**419.571.4492**

## **Shelbi Evans**

Client Experience Specialist - Source Media Properties

**Shelbi@richlandsource.com**

**567.215.6912**

## **Hayley Trittschuh**

Business Community Manager - Source Media Properties

**Hayley@richlandsource.com**

**419.989.9193**

## **Jay Allred**

CEO - Source Media Properties

**Jay@richlandsource.com**

**419.610.3885**