Ashley Poirier

Flushing, MI | Strategic Communications Leader
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Professional Summary

Strategic communications leader and relationship-builder experienced in translating complex organizational priorities, program outcomes, and data into compelling stories for donors, community partners, media, leadership, and external stakeholders. Brings editorial rigor, executive messaging, brand stewardship, and cross-functional leadership to mission-driven communications.

Core Skills

Strategic Communications & Public Relations | Content Strategy & Storytelling | Executive Communications | Donor & Funder Communications | Impact Reporting | Editorial & Project Management | Audience Strategy & Engagement | Research & Data Analysis | Vendor & Consultant Management | Writing, Editing & Quality Assurance | AP, Chicago, MLA, & APA Style Proficiency

Tools: Adobe Creative Suite | Canva | Microsoft Office | Canto (DAM) | ClickUp (AI Workflow) | Tessitura (CRM)

Professional Experience

Flint Institute of Music | Flint, MI

Director of Patron Communications & Content Strategy | 2025 - Present

- Lead communications strategy, messaging, media relations, and content development across a multidisciplinary nonprofit encompassing performing arts events, education, community programming, and fundraising.
- Develop executive, donor, and stakeholder communications, translating organizational priorities, program outcomes, and impact data into clear, audience-centered stories.
- Build messaging frameworks, editorial calendars, and communications workflows that align leadership, marketing, development, education, and programming teams.
- Manage owned and earned communications channels and external creative partners, overseeing multi-channel content across digital, print, media, and stewardship platforms.
- Partner with development staff, grant writers, and grantmaking organizations on cases for support, donor stewardship, and communications surrounding grant-funded initiatives and awards.
- Established FIM's first annual impact report and first multimedia/video stewardship campaigns to strengthen communication of organizational reach and community impact.

Manager of Patron Communications & Content Strategy | 2023 - 2025

- Managed cross-functional communications projects and editorial workflows supporting marketing, development, education, and institutional priorities.
- Researched and developed patron, donor, and community-impact stories for newsletters, reports, digital content, and organizational messaging.

Executive Assistant to the President | 2021 - 2023

- Supported executive and board communications, stakeholder relationships, briefing materials, scheduling, and institutional events.
- Maintained confidential financial, personnel, and organizational documentation with discretion and accuracy.

Additional Professional Experience

Leveret Drive | Brighton, MI

Copywriter | 2025 - May 2026

- Translated complex ideas into clear, compelling content that drives engagement, strengthens brand trust, and supports measurable client outcomes.
- Managed multiple projects and priorities simultaneously, partnering cross-functionally to deliver strategic, on-brand content from concept through execution.

Flint Community Schools | Flint, MI

Executive Assistant | March 2021 - Oct. 2021

- Managed outside vendors and facilitated contractor and engineer meetings during a period of leadership transition.
- Prepared reports and presentations for board and committee meetings and completed purchasing and expense documentation.

Lapeer Symphony Orchestra | Lapeer, MI

Executive Director (Volunteer) | 2018 - 2019

- Recruited and managed personnel for a nonprofit orchestra, doubling its size within six months.
- Cultivated community partnerships, tripling audience attendance and doubling sponsorship revenue.
- Managed board, personnel, patron communications, and administrative operations.

American Concrete Institute | Farmington Hills, MI

Manuscript & Peer Review Coordinator / Editor | 2012 - 2014

- Managed editorial workflows, peer-review processes, and production timelines for highly technical academic content.
- Coordinated communication among authors, reviewers, and editorial boards while managing multiple concurrent deadlines.
- Edited technical material for clarity, accuracy, consistency, and adherence to publication standards.

Education

MA, Strategic Communication | University of Iowa | Expected December 2026

BA, English | Michigan State University

Professional Activities & Memberships

Committee member, William C. Byrd International Young Artists Competition Planning Committee | Flint, MI

Board secretary, Jessie James Ranch & Rescue Board of Directors | Grass Lake, MI