

VICTORIA PARTRIDGE

Vice President of Marketing & Communications | Nonprofit Brand & Digital Strategy Leader
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PROFESSIONAL SUMMARY

Senior marketing and communications leader with more than 10 years of experience guiding brand, digital, and integrated communications strategy for mission-driven organizations. Proven track record leading multi-state nonprofit communications, managing teams and vendors, and delivering measurable growth through data-informed storytelling. Experienced in regulated environments, executive communications, and crisis response. Passionate about building trust, amplifying impact, and supporting organizations doing meaningful work in health, education, and community well-being.

EXPERIENCE

Vice President of Marketing & Communications

SparkWheel | Sept 2014 - June 2025 | Remote | Multi-state nonprofit serving 30,000+ students

Strategic lead for all marketing and communications across a four-state nonprofit organization, overseeing brand, digital strategy, public relations, and impact storytelling in support of programs, fundraising, and executive leadership.

- Led agency-wide marketing and communications strategy across Kansas, Missouri, Oklahoma, and Iowa, supporting organizational growth and visibility
- Directed a full organizational rebrand (2022–2023) in partnership with an external agency, resulting in a 2024 Gold Philly Award for Best Nonprofit Website
- Increased Facebook engagement by 516% over two years through data-driven content strategy and targeted advertising
- Served on the Senior Leadership Team, shaping agency-wide goals, strategic planning, and cross-departmental alignment
- Acted as the organization's primary spokesperson and crisis communications lead; developed media strategy, executive messaging, and press materials
- Oversaw development of annual reports, impact reports, donor collateral, and branded multimedia content including podcasts and promotional videos
- Managed marketing budget, vendor relationships, media buys, and ROI analysis
- Led website content strategy and served as lead digital editor; managed Google Ad Grant program
- Supervised and mentored a high-performing marketing team, fostering collaboration, accountability, and professional growth

Founder & Executive Director (Volunteer Role)

Street Cats Club | July 2019 - Present | Emporia, KS | 501c3 nonprofit animal welfare organization

Founded and scaled a grassroots nonprofit into a recognized regional resource focused on trap-neuter-return (TNR), community education, and animal welfare advocacy.

- Built the organization from the ground up, growing to 40+ active volunteers, an engaged Board of Directors, and a nearly six-figure annual budget within three years
- Provided executive leadership across branding, communications, fundraising, operations, and community engagement
- Developed the organization's full brand identity, website, merchandise, and digital communications strategy
- Increased fundraising revenue by 50% in the organization's second year through strategic campaigns and events
- Created and managed an e-commerce fundraising store supporting medical care for hundreds of animals
- Increased visibility through strategic storytelling, press outreach, and influencer partnerships, including national advocates Jackson Galaxy and Sterling "Trap King" Davis
- Served as primary spokesperson and media contact; authored press releases, newsletters, and donor appeals that built public trust and engagement
- Established community partnerships and educational resources now shared by advocacy groups nationwide

CORE EXPERTISE

Marketing & Communications Strategy

Integrated campaigns · Digital strategy · Audience growth · Analytics · Paid media · SEO

Storytelling & Content

Impact reporting · Copywriting · Executive messaging · Media relations · Thought leadership

Leadership & Governance

Team leadership · Cross-functional collaboration · Vendor management · Compliance & approvals

Digital & Platforms

Web strategy · CMS management · Analytics tools · Collaborative platforms

EDUCATION

M.A. English - Emporia State University

B.F.A. Communications - Emporia State University