

LIZET ZUNIGA

WORK EXPERIENCE

Zerimar Strategies - Chicago, IL

August 2024 – January 2026

Government Affairs Consultant

- Led government affairs support by overseeing legislative tracking and issue monitoring, producing policy communications, and drafting client-ready briefings to provide insights for strategic decision-making.
- Supported operations by managing multi-layered calendars and maintaining organized project files, task trackers, and policy materials.
- Produced weekly newsletters, curated daily news clips and supported content and deliverable development to enhance communication flow and client engagement.

CCS Fundraising - Chicago, IL

January 2022 – April 2024

Director

- Managed 20+ capital campaigns for the Diocese of Green Bay, achieving 135% of the aggregate goal.
- Secured multiple six and seven-figure gifts within a six month campaign, totaling more than \$2.5 million.
- Formulated strategies, produced deliverables, and served as the key point of contact for clients and executives.
- Developed the foundational materials that guided client engagements including work plans, case statements, proposals, donor research profiles, prospect outreach tracker, and other operational tools.

Konen Insurance Agency - Aurora, IL

October 2019 – December 2021

Marketing Associate

- Designed digital marketing materials for insurance policy campaigns such as online posts and newsletters.
- Ran monthly reports to improve SEO and drive traffic to the website through Google Ad campaigns.

We Are All Human Foundation

June 2020 – December 2020

Outreach Coordinator: Team Lead

- Created an 8-week outreach timeline to execute a Hispanic Heritage Month Campaign, reaching 500+ people.
- Organized a database with over 250 contacts of collaborative partners and stakeholders.
- Gathered and organized a database of 75+ speakers using G-Suite products for a 3-day virtual summit.

W. D. Boyce Council, Boy Scouts of America - Central IL

August 2018 – December 2018

Marketing Research Analyst

- Collected, analyzed, and interpreted research through software used for statistical analysis, SPSS software.
- Presented findings to upper management and pitched recommendations on how to improve business strategy.

PROFESSIONAL ASSOCIATIONS / VOLUNTEER

Bradley University Regional Alumni Network (RAN) – Chicago, IL

July 2023 – Present

President

- Organized alumni engagement events capturing over 100 attendees across multiple events.
- Primary liaison, fostering connections and communicating with other Bradley affiliated groups.

Association of Latino Professionals for America (ALPFA) – Chicago, IL

March 2023 – November 2023

Mentorship Committee Volunteer

- Coordinated a 6-month mentorship program for college students and professionals through a rigorous matching process meant to cultivate meaningful, long-lasting relationships.
- Scheduled mid-point check-ins with all mentors and mentees to ensure optimal impact and engagement.

Culture Stock – Aurora, IL

August 2020 – March 2022

Marketing Director

- Coordinated community events and collaborated with local businesses.
- Ran social media accounts, created digital content, and distributed monthly newsletter.

EDUCATION

Bradley University – Peoria, IL

Graduated: May 2019

Bachelor of Science - BS, International Business and Marketing Global Supply Chain Management

SKILLS

Bilingual (Spanish & English), MS Office Suite, Google Workspace, Canva, Wix, Mailchimp, Survey Monkey

Marketing Research Analyst

- Devised a market go-to strategy aimed at increasing attendance at Ingersoll Summer Camp
- Collected, analyzed, and interpreted research through software used for statistical analysis, SPSS software
- Presented findings to upper management and pitched recommendations on how to improve business strategy

CCS

- annotated agendas, talking points,
- Leadership and teamwork
- Organization
- Attention to detail

CERTIFICATIONS

- MLI NextGen: an intense leadership training program which immerses its participants into the public power arena. Each cohort is prepared and challenged to seize upon public leadership roles in the civic, corporate, and political fields to offer pragmatic and impactful solutions to the challenges facing our communities. key leadership concepts of the power arena and develop a common language for civic action.

REFERENCES

Company: Zerimar Strategies

Name: Lizbeth Ramires

Title: Founder

Relationship: Manager

How long have you known them: 6 years

[REDACTED]

118 N. Clinton Ave.,
Chicago, IL 60661

Company: CCS Fundraising

Name: Jose Rodriguez

Title: Vice-president

Relationship: Manager

How long have you known them: 4 years

[REDACTED]

155 North Wacker
Suite 1790

Company: Diocese of Green Bay

Name: Father Jose Lopez

Title: Pastor

Relationship: Client

How long have you known them: 4 years

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