

# TEAM

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When Casey Jolley joined the NMBL Strategies team as the Director of Business Development & Project Management, she took her significant experience within the nonprofit industry to garner new clients and take existing clients to even greater heights. Jolley leads the project management aspect of NMBL's work, ensuring that the team is delivering both on task and on time. As a strong verbal and written communicator, she works to ensure project prioritization, time management, budget management, staffing and scheduling and relationship management.

Prior to her role with NMBL, she was the Director of Visitor Services and New Business Development at the National Underground Railroad Freedom Center where she worked with the events team to book new corporate and private events resulting in a 50% increase in earned income revenue. She also led a team to welcome back visitors to the Freedom Center in a safe and effective manner, while increasing membership renewal rates during pandemic times. Previously, she had a leadership role with the Gateway Arch Park Foundation managing public and private events on the Gateway Arch grounds as well as in city parks. She worked to create welcoming events for the St. Louis community including yoga and fitness bootcamps. This dovetailed with her passion for health and wellness as a fitness coach herself, teaching kickboxing, cycling and yoga.

From 2015 to 2018, she was the Director of Earned Income and Operations for the National Blues Museum, helping to establish and open the museum in April of 2016. This work also led her to create cross over events including Blues at the Arch, a weekly live Blues music concert on the riverfront during the summer, presented by both National Blues Museum and the Gateway Arch Park Foundation. Jolley is proud to create events that support the local community with a historical context that draw large, diverse crowds.

Her background has allowed her to hone her vast areas of expertise including event planning, membership, donor relations, public program development and more recently establishment of protocols and safe visitor experience management during the pandemic. She is an advocate for engaging and educating the public through experiences and historical resources that promote equity and inclusion.

Casey holds a BA in Communications from DePauw University.

## Contact Info

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