

Capacity Building & Storyselling

Corporate leadership. Nonprofit strategy. Business ownership.

I help organizations and business owners build the capacity to deliver and the story that moves people to act. I partner with leaders and consulting teams through implementation, leaving practical tools and stronger internal ownership.

WHAT I BUILD

Organizational capacity

Needs assessments, prioritized roadmaps, roles and decision rights, operating rhythms, and workflows built with the people who use them.

Storyselling

Value propositions, cases for support, and stakeholder narratives. AI-assisted websites hosted on Netlify, with build-and-coach support for clients who want to learn.

Change management and implementation

Organizational restructuring, financial stewardship, team communication, training, technology adoption, and handoff.

SELECTED EXPERIENCE

Pastor Chat | Care and workflow implementation

Hired to lead a newly created role; designed and built digital care infrastructure from scratch. Equipped 90+ staff and 30+ volunteers; supported 85,000+ conversations.

CRM / Salesforce | Data migration

Experience spanning CRM and Salesforce, data migration, and workflow implementation.

Vision Summit | Advancement and donor journey

Led retreat execution using an original consultant-designed framework: donor journey, delivery, and follow-through. \$5.1M raised across two retreats.

Love + Leisure | Business ownership

Co-founder. Built AI-enabled itinerary workflows, client communications, and booking websites.

THE PERSPECTIVE

Corporate

14 years in sales and regional leadership at Philip Morris USA / Altria across three markets.

Nonprofit

Former Chief Strategy Officer, Churchome; six years on executive staff. Supported cost reduction in 2023; led restructuring and budget management in 2024-2026.

Business ownership

Founder, Build With Chericka. Co-founder, Love + Leisure.

HOW WE ENGAGE

Direct organizational engagements

Defined workstreams by subcontract or white-label delivery

Advisory, facilitation, and implementation support

Agreed scope, milestones, reporting, and handoff

CONTACT

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