

PROJECT PORTFOLIO

Luz Marrero

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CAREER PATH

2021 – 2024	2024 – 2026	Jan – Oct 2026	October 2026
Family Engagement Support Specialist	Volunteer Manager & Community Engagement Coordinator	Development Officer, The Healing Sanctuary Venue Lead	Board of Directors Events & Programs Chair
Kristi House	Kristi House · Healing Sanctuary venue operations from Nov 2024	Kristi House · Healing Sanctuary venue operations from Nov 2024	South Dade Chamber of Commerce
			Founder PAVE Concept Development · Project Management · Strategic Initiatives & Partnerships

STRATEGY · May – Sep 2026

Healing Sanctuary Development, Strategic Plan & 2026–2027 Roadmap

Strategic proposal, fall activation plan, 20-page master roadmap

- Developed a strategic framework to position The Healing Sanctuary as a year-round community hub for South Dade, using a partner-led programming model to drive community impact, venue utilization and mission-aligned earned revenue.

PROGRAMMING STRATEGIC PILLARS

Community & Client Benefit · Community Engagement & Visibility · Rentals & Revenue · Downtown Homestead Redevelopment & Partnerships

- Recommended a monthly community engagement calendar built on scalable, repeatable activations to align programming with staff capacity.
- Developed a programming portfolio across family resources, wellness, arts and culture, skills-based workshops and community markets, each tied to a defined revenue model.
- Integrated renovation and Krome Avenue construction constraints into a phased 2027 relaunch: operational readiness, controlled previews, soft launch and full public launch.
- Established KPIs for community impact, partnerships, revenue, engagement and facility utilization.

SYSTEMS & OPERATIONS · Aug 2026

Master Operations Dashboard

PLATFORM - Microsoft Excel | **FUNCTION** - Centralized operations dashboard

Designed and deployed a centralized operations workbook that consolidated programming, rentals, partnerships, volunteers and outreach into a single source of truth, with an executive KPI dashboard to support data-driven decision-making and grant reporting.

WORKBOOK MODULES

Dashboard · Master Calendar · Program & Event Data & Results · Facility Rental Pipeline · Outreach Log · Partner & Volunteer Records · Data Validation Lists

BASELINE DASHBOARD METRICS · AUG 24, 2026

30	11	10	76	\$5,114
rental prospects	warm leads	active partners	volunteer participations	program net revenue

EVENT SALES MANAGEMENT · Nov 2024 – Oct 2026

Venue Rental & Event Sales

ROLE– Event Manager & Facility Main Point of Contact | **VENUE**- The Healing Sanctuary, Homestead
Built, developed and managed the venue rental and event sales function for The Healing Sanctuary, a multi-tenant, multi-agency campus, establishing standardized processes for lead intake, contracting, risk management, scheduling and event-day operations from scratch.

RENTAL LIFECYCLE

- 1 Inquiry/intake → 2 Qualification screening & site tour → 3 Rental agreement & quoting → 4 Deposit & certificate of insurance → 5 Setup, Program Review, AV & staffing plan → 6 Event-day operations on-site manager → 7 Turnover & closeout
- Served as primary point of contact for all venue inquiries, managing the full client lifecycle from initial inquiry and site tour through contracting, event execution and closeout.
 - Developed a rental tracking system to capture inquiries, lead status, bookings, revenue and facility utilization data.
 - Managed communications between resident tenant agencies and external renters to coordinate shared-space scheduling, prevent conflicts and maintain uninterrupted facility operations.
 - Oversaw event setup, breakdown and room turnover, ensuring every space was reset to standard and ready for the next booking.
 - Administered rental agreements, deposits, certificates of insurance, and AV and cleaning requirements to protect the facility and ensure policy compliance.

WEBPAGE CONTENT DEVELOPMENT · Feb & Sep 2026

Healing Sanctuary Website Content

AUDIENCES - General public, families, partners, renters, donors | **LIVE SITE** - healingsanctuary.org
Drafted initial web page content and user journeys for healingsanctuary.org in February 2026, working closely with third party developer and Kristi House Chief Strategy Officer to ensure a seamless process. Then

expanded the framework in September 2026 into a community-hub model with staff-managed content for events, news, rentals and philanthropy.

SITE PAGES

Explore Our Campus · Community Partners · Rent the Sanctuary · Support Our Mission & Naming Opportunities · Events Calendar · Past Event Gallery · News & Updates · Volunteer Opportunities

Venue page recommendations introduced grouped indoor and outdoor amenities, use-case cards, an event gallery and a streamlined inquiry form to increase lead conversion.

EVENT LOGISTICS DEVELOPMENT & IMPLEMENTATION ·

Oct 2025 – Sep 2026

Parking, Building Access & Wayfinding Plans

FORMAT - PowerPoint and PDF guides **AUDIENCES** - Guests, vendors, volunteers, renters

Assessed site access constraints and developed reusable parking, building access and wayfinding plans, customized by event to streamline arrival flow for guests, vendors, volunteers and renters.

- Documented on-site lot access and vehicle routing from Krome Avenue at SW 2nd Street.
- Identified nearby public parking alternatives with estimated walk times of 2–6 minutes and mitigated towing risk by flagging restricted private lots.
- Mapped pedestrian routes, building entry points and check-in locations, and incorporated City of Homestead trolley service as a transit option.
- Developed event-specific parking allocation plans for events with 100+ attendees including the Miami Dade County's Domestic Violence Summit (Oct 2025), MUJER Taste of South Dade Luncheon (Oct 2025) and my very own Back-to-School Resource Fair (Aug 2026), including a South Lot reserved for vendors and volunteers.

EVENT CAPTAIN – PROJECT LEAD · Aug 8, 2026

Back-to-School Resource Fair 2026

VENUE - The Healing Sanctuary, Homestead | **TOOLS** - Microsoft 360, PowerPoint, Excel, Word, Canva

Directed end-to-end planning and execution of a free community resource fair connecting South Dade families with school supplies and local service providers. Lead a committee consisting of 8 partner organizations from sponsorship deck development & design, exhibitor prospect research, recruitment and outreach through post-event data analysis and impact reporting.

Ensured accurate post event reporting & donor acknowledgment, with mail-merge acknowledgment letters reconciled to Bloomerang.

SCOPE OF WORK

Sponsorship Deck Development and Design · Sponsor Acquisition · Backpacks & School Supplies · Committee Chair · Food Sponsors · Exhibitor Recruitment · Volunteer Management · Raffles · Floor

plan & Vendor Layout · Parking & Traffic Flow · Inventory & Storage · Vendor & Exhibitor Liaison · Day of Operations Lead · Data Analytics · Impact Report

Media coverage: JetStream Federal Credit Union press release.
Webpage: kristihouse.org/b2shomestead

750+	30+	8	1,000+
attendees	community partners	partner organizations on the committee I led	backpacks filled with school supplies delivered to children

GALA CAPTAIN & GUEST LIAISON · Apr 11, 2026

Annual Gala

VENUE - Loews Coral Gables Hotel | PLATFORMS - GiveSmart, OneCause, Bloomerang CRM, Excel, Canva, Microsoft 365

I served as Gala Captain and Guest Liaison, coordinating the guest experience and on-site operations for a ballroom reception and plated dinner attended by 400+ in-person supporters, with 10,000+ silent auction participants.

- Developed a sponsor and table tracker to manage 35 corporate, civic and individual accounts through invitations, guest lists, invoicing and payment.
- Directed vendor coordination, AV, run-of-show, seating, guest check-in and real-time issue resolution.
- Configured the event fundraising platform for real-time giving and supported post-event financial reconciliation with Finance.
- Oversaw post-event donor acknowledgment, with mail-merge acknowledgment letters reconciled to Bloomerang.
- Supported the Live Auction as on-stage recorder.
- Coordinated donor receptions and cultivation events, and initiated 2027 Gala planning.

400+	10,000+
in-person supporters	silent auction participants

CAMPAIGN & EVENT LEAD · 2023 - 2025

Holiday Giving Campaigns

PLATFORM - Custom Excel master workbook | CRM - Bloomerang

Led holiday giving campaigns in 2023, 2024, and 2025. Managed the 2025 campaign through a custom master tracker covering donation drives, pickup and drop-off logistics, volunteer scheduling, revenue and expenses, and donor acknowledgment reconciled to Bloomerang. Results below reflect the 2025 campaign.

51	40	\$8,250	72
drive partners	volunteer sessions	confirmed cash received	in-kind donors acknowledged

EVENT LEAD · Aug 2 & Aug 9, 2025

Back-to-School 2025 Client Events

SITES- Led two events simultaneously across two locations: Kristi House main campus and Homestead Healing Sanctuary

Planned and coordinated two client events and backpack distributions across two sites, managed through a single tracker for volunteers, supply drives, in-kind gifts, vendor procurement, and revenue and expense reporting.

~\$10.75K raised	\$5K from The Children’s Trust	21 drive partners
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PORTFOLIO MANAGER · 2026

Mid-Level Donor Portfolio

SEGMENT - \$1K–\$20K donors

Managed a \$1K–\$20K mid-level donor portfolio across event and corporate-giving segments, applying moves management and stewardship practices informed by approximately three years of major-gift experience.

PRACTICES

Cultivation Calls & Meetings · Site Tours · Personalized Stewardship · Gift Acknowledgment · Impact Reporting · Event-Linked Appeals · Gift & Pipeline Tracking

SYSTEMS LEAD · 2024 – 2026

South Dade Partner Database

PLATFORM - Microsoft Excel

Built and maintained a sector-segmented partner database to support community outreach, exhibitor recruitment, program partnerships and sponsorship prospecting.

SECTORS

Service Providers · Health & Behavioral Health · Legal & Victim Services · Schools & Youth · Coalitions & Government · Nonprofit Partners · Businesses & Networking · Chamber & Corporate · Community Amplifiers

268 organizations	383 contacts	10 sectors
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PROGRAM MANAGER · Apr 2024 – Mar 2026

Volunteer Program Management

SCOPE - Multiple sites, programs and events

Managed the full volunteer lifecycle and built the program's operating infrastructure, including recruitment, screening, onboarding, scheduling, tracking, recognition and on-site supervision.

PROGRAM COMPONENTS

Recruitment & Screening · Onboarding & Orientation · Training · Scheduling · Tracking Tools · Recognition & Retention · Recruitment Collateral

2024 performance goals included revitalizing the volunteer program and securing sponsorships for the Back-to-School and Holiday events. The 2025 campaign results reflect both.

IN-KIND GIVING LEAD · 2024 – 2026

In-Kind Giving & Client Resource Distribution

DONOR BASE - Individual, corporate, school, civic

Managed all in-kind drives and seasonal campaigns and oversaw inventory and distribution of donated resources across Kristi House locations.

- Stewarded 400+ in-kind donor relationships from initial outreach through recognition and re-engagement.
 - Identified donors with major-gift potential and facilitated handoffs to the Development Director and executive leadership.
 - Oversaw the emergency client pantry and in-kind inventory, allocating resources by program and client needs across 5 locations.
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ENGAGEMENT LEAD · 2024 – 2026

Corporate & Group Volunteer Engagement

AUDIENCES - Corporate, school and community groups

Developed a menu of turnkey service projects for corporate, school and community groups, positioned as a pipeline into long-term corporate partnership and philanthropic support.

Managed the corporate sponsorship lifecycle from prospect research through fulfillment and renewal.

SPONSORSHIP LIFECYCLE

1 Prospect research → **2** Proposal & benefits summary → **3** Sponsorship deck → **4** Commitment & CRM entry → **5** Recognition & hospitality → **6** Done-in-a-day liaison → **7** Renewal tracking

PROJECT MENU

Campus Landscaping · Office Painting · Birthday-Basket Builds · Donation Drives & Sorting · Seasonal Décor · Outdoor & Group Projects

BOARD MEMBER · 2026 - 2027

South Dade Chamber of Commerce, Board of Directors

ORGANIZATION - South Dade Chamber of Commerce | COMMITTEE - Programs & Events Chair

Elected to the 2026-2027 Board of Directors following a September 2026 campaign built on outreach to established community partners. Appointed Programs & Events Chair.

FOUNDER · Launching 2027

PAVE Management

I spent five years inside a South Florida nonprofit, taking on responsibilities across family engagement, community partnerships, volunteer programs, development, and venue operations. That experience taught me how to connect an ambitious goal to the people, resources, and systems needed to achieve it - often while balancing immediate needs and limited capacity.

I led holiday campaigns in 2023, 2024, and 2025 and Back-to-School campaigns in 2023, 2024, 2025, and 2026, culminating in the community resource fair. Each campaign required clear priorities, coordinated teams, reliable systems, and consistent follow-through.

I created PAVE to bring that practical experience to businesses and organizations ready to move forward. Through strategic planning, operations management, and hands-on project leadership, I help turn priorities into clear plans, strengthen team coordination, and follow through from the first decision to a measurable result.

Tools, Education & Certifications

TOOLS

Custom Excel Dashboards & Trackers · Bloomerang CRM · GiveSmart · OneCause · Eventbrite · Microsoft 365 · PowerPoint Floor Plans & Maps · Canva Design

EDUCATION

B.A., Communications, Florida International University

A.A., Psychology, Miami Dade College

CERTIFICATIONS & TRAINING

Certified Peer Recovery Specialist · Trauma-Informed Care · Youth Mental Health First Aid · CPI Crisis Intervention

Professional recommendations

“Luz gets things done no matter the challenges and works well under pressure.”

“Rather than focusing narrowly on her immediate responsibilities, she constantly looks at the bigger picture, finding innovative ways to make workflows smoother, faster, and more efficient for everyone around her.”

“Luz independently took the initiative to design and implement a comprehensive framework of templates, standardized procedures, and clear operational guidelines.”

“She approaches unfamiliar technical territory with intelligence and a sense of calm, absorbing complex concepts quickly and applying them to solve real-time problems.”

“Luz is one of the most hardworking individuals I have ever encountered.”

“Her collaborative nature, professionalism, and steady reliability make her an invaluable cultural asset to any workplace.”

-- Performance reviews and letters of recommendation

Letters of recommendation and references available upon request.