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# Denise McGeen

## BIO

Denise collaborates with our clients to identify project goals. She takes a big picture view to design a work plan that will ensure success. Then, she drills down into specific tasks that keep everyone focused. Denise leads client meetings and co-facilitates workshops. She distills key findings from workshops and uses them to inform the project's next phases. Denise writes and edits content, and refines communication tools. With previous work experience in historical research, architectural history, and community-based media, she is an expert at guiding and developing well informed and engaging content. Denise has a BA in English from the University of Michigan, a MA in public history from the State University of New York at Albany, and a certificate degree in historic preservation from Eastern Michigan University. She joined The Work Department in 2017.

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## RELEVANT PROJECTS

### **DC3 Vision for Detroit City of Design, WD | Detroit, MI**

Led implementation of engagement plan to identify values that inform the overall vision for the Detroit City of Design initiative. Developed engagement activities, compiled and analyzed data from engagements, and drafted language. Facilitated conversations with multiple partners to share learnings and gather input on next steps. Directed strategy and timeline.

### **Detroit Revitalization Fellows, WD | Detroit, MI**

Through workshops and conversations with DFC and a network of over 50 stakeholders, collaboratively composed a shared definition of green infrastructure that simply and clearly outlined ways the practices will benefit Detroiters. Paired the language with accessible illustrations to design a visually impactful book that helps prepare residents with information and approaches to shape land use.

### **WDET 101.9 FM, WD | Detroit, MI**

Conducted precedent research to learn how other media organizations diversify their income for engaged journalism projects — those that actively incorporate diverse audiences. iFacilitated a series of workshops with WDET staff to brainstorm strategies to ensure the sustainability of their engaged journalism projects and to identify and prioritize three revenue generating tactics to incorporate into a specific project titled “Framed by WDET”. Developed easy to use project management templates and tools to implement the tactics.

### **Pontiac Funders Collaborative, WD | Detroit, MI**

Strategic support of a collaborative of philanthropic organizations working to create a large-scale, cross-sector fund. Conducted research on the subject areas of interest, identifying priority needs and stakeholders. Facilitated meetings of the collaborative and it's subcommittees. Advised on community stakeholders and concerns. Ongoing support of grant strategies.

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## OTHER EXPERIENCE

**2015-2017**

**Business Development Specialist, Building Hugger | Detroit, MI**

Provided strategic direction and support for fundraising, business development, marketing, and PR efforts.

**2012- 2017**

**Director of Client Services, Issue Media Group | Detroit, MI**

Lead account manager and project manager supporting Issue Media Group clients and publications nationwide.

**2012**

**Program Associate, Michigan Community Resources | Detroit, MI**

Qualitative and quantitative analysis, writing and design for Detroit Works Project public engagement effort.

**2010-2012**

**Architectural Historian, Parsons Brinckerhoff | Detroit, MI**

Technical researcher and writer, contributing to documentation and reporting for environmental review of major public transportation projects in the U.S. Supported planning and execution of community engagement efforts.

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## COMMUNITY

**2010-2018**

President, Board of Directors, Michigan Historic Preservation Network

**2014-2015**

Volunteer, Preservation Detroit

**2015**

Volunteer, Detroit Horse Power

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## EDUCATION

**2010**

Certificate in Historic Preservation, Eastern Michigan University | Ypsilanti, MI

**2008**

Master of Arts in Public History, State University of New York | Albany, NY

**2006**

Summer Program in Public Policy and Economics, Griffith College | Dublin, Ireland

**2005**

Bachelor of Arts in English & Minor in History, University of Michigan | Ann Arbor, MI