



S H A N A A V E R Y

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CAREER SUMMARY

I have been a dedicated community advocate, logging over twenty years of experience in the social service/non-profit sector, including over a decade of managerial experience. I have exhibited a proven ability to mobilize diverse networks, with a career focus on program development, member recruitment and retention, corporate sponsorship procurement, grants management, building strategic alliances, and events planning.

PROFESSIONAL EXPERIENCE

Licensed Realtor | [Texas Ally Real Estate Group, LLC](#) (self-employed) | 04.2018 - present

- applying industry knowledge and steady, respectful communication to guide clients including families navigating emotionally difficult transactions through complex, high-stakes decision making
- leading negotiations and developing contingency plans for financing hurdles, inspection surprises, and other presenting issues, keeping transactions moving forward while confidently advocating for clients' interests
- coordinating lenders, title companies, inspectors, and contractors to meet fixed contract deadlines
- managing competing priorities among buyers, sellers, and agents with integrity and diplomacy, resolving disputes over repairs, financing, or terms to achieve clients' desired outcomes
- designing and distributing regular email marketing efforts, including [newsletter](#) creation and distribution via Constant Contact

Director of Development | [San Antonio River Foundation](#) | 01.2015 to 03.2017

- contributed to strategic planning, financial management, and fundraising strategy as part of senior leadership team
- supervised, trained, advised, and supported organizational staff to ensure all individual donations, corporate gifts and foundation grants were properly solicited, recorded and acknowledged
- directed Annual Campaign generating \$150,000/year in individual gifts
- wrote, managed, and reported on grants totaling \$250,000/year
- contributed to \$10 million capital campaign to fund Confluence Park
- secured \$175,000/year in corporate sponsorships through targeted outreach strategy
- grew and maintained 8,000+ member/donor database
- cultivated high-level donor relationships through personal outreach, email, and direct mail campaigns
- oversaw marketing, publications, newsletters, and social media presence to advance organizational goals
- served as lead organizational representative for major fundraising events, including [Mission Reach Flotilla](#), [Rivertini](#), and [Race The River](#) (formerly River Relay)
- acted as organizational liaison to Corporate Community, Board of Directors, and the [San Antonio River Authority](#)

Mortgage Processor | Gold Financial Services | 09.2013 to 10.2014

- supported mortgage processing team across all stages of the loan file lifecycle
- ordered, secured, uploaded, and reviewed required file documentation, including conventional, FHA, and VA appraisals; homeowner's insurance; employment verifications; title commitments; social security verifications; tax transcript requests; and surveys
- compiled reports and completed additional tasks as assigned by the Chief Operations Manager

Membership & Grants Manager | [Texas Public Radio](#) | 11.2012 to 09.2013

- directed two Annual On-Air Fund Drives generating \$1.6 million/year
- wrote, managed, and reported on grants totaling \$350,000/year
- grew and maintained 10,000+ member donor database
- supervised, trained, and evaluated department staff on solicitation, recording, and acknowledgment of individual donations, corporate gifts, and foundation grants
- cultivated high-level donor relationships through personal outreach and by creating and overseeing member appreciation events
- directed department marketing, publications, newsletters, and social media to achieve membership goals

Corporate Development Associate | Texas Public Radio | 02.2007 to 11.2012

- secured corporate sponsorships and underwriting contracts with major San Antonio entities, including Valero, H-E-B, and Frost Bank, achieving average account growth of 16% per year
- wrote and edited on-air messaging for corporate clients within station guidelines
- led Texas Public Radio's organization of [AccessAbility Fest](#), coordinating a 10 to 15-member nonprofit committee and drawing approximately 100 exhibitors and 4,500+ participants (2012 figures)
- served as lead organizer/facilitator for numerous additional large- and small-scale events annually
- crafted marketing materials and publications to advance corporate relations goals

Executive Director | [Empower House](#) (formerly the Martinez Street Women's Center) | 10.2002 to 02.2007

- increased and diversified grant income annually, establishing new contracts with EPA, AmeriCorps*VISTA, and Jesuit Volunteer Corps
- grew client outreach 400%, from 3,000 to over 12,000 clients per year
- initiated and chaired annual fundraiser, netting \$25,000 by its third year
- managed twelve-member staff; planned and facilitated board and committee meetings; led significant revision of agency bylaws and implementation of new personnel policies
- directed organizational marketing, publications, newsletters, and social media to achieve organizational goals

Empower Youth Director (formerly The Girl World Project) | Empower House (formerly the Martinez Street Women's Center) | 08.2000 to 10.2002

- directed after-school and summer programming for inner-city girls ages 10–14, increasing clients reached 1,900%, from 15 to approximately 300 girls per year
- expanded contracted and volunteer commitments from area artists and professionals; reduced program costs by building an extensive base of volunteer and partner agency collaborations

Membership Development Executive | [Girl Scouts of Southwest Texas](#) | 06.1998 to 07.2000

- recruited, trained, placed, and managed volunteers for service delivery across a four-county area
- consistently met and exceeded quarterly recruitment goals
- developed innovative program delivery approaches, including planning and facilitating youth events in underserved, low-income rural communities

Training & Outreach Specialist | [Inner City Development](#) & [San Anto Cultural Arts](#) | 06.1996 to 05.1998

- position obtained through the AmeriCorps*VISTA program
- recruited, trained, and managed adult and youth participants for grassroots inner-city arts education programs, including the organization's barrio newspaper and community mural programs
- managed volunteer-driven, student-run community newspaper El Placazo, still used as a teaching tool in schools and prisons nationwide
- supported grant writing and funding procurement for special projects
- supported planning and organization of annual fundraiser

COMMUNITY INVOLVEMENT, VOLUNTEERISM

- Big Sister, [Big Brothers Big Sisters of America](#), 01.2025 to present
- VP Marketing Communications, [Assistance League of San Antonio](#), 3.2018 to 05.2020
- Secretary, San Anto Cultural Arts Board of Directors, 04.2011 to 04.2012
- Secretary, Friends of [Government Canyon State Natural Area](#) Board of Directors, 06.2006 to 12.2010
- Co-Chair, Annie's List Celebrating Our Champions Luncheon, 2009

PUBLISHED

Kelly, P.; Bobo, T.; McLaughlin, K; Avery, S.; Burge, S. (2006). ["Girl World: A Gender-Specific, Primary Prevention Program."](#) Health Promotion Practice, 7, 174-9.

PROFESSIONAL REFERENCES

- Cecelia Elizondo Herrera, current real estate client (Seller), 210.845.3903
- Brenda Burmeister, most recent real estate client (Buyer), 210.861.2773
- Frates Seeligson, Executive Director, San Antonio River Foundation, 210.224.2694
- Janet Grojean, former Chief Development Officer, Texas Public Radio, 210.313.9040
- Laverne Pitts, former Director of Development, Texas Public Radio, 210.263.9227
- Melanie Cawthon, Co-Founder & Executive Director, disABILITYsa & AccessAbility Fest, 210.643.8935
- Rachel Ballard, MD, former Board President, Martinez Street Women's Center, 210.383.0629
- Sabine Widen, former Board Secretary, Martinez Street Women's Center, 210.853.7092
- Patti Radle, Executive Director, Inner City Development, 210.224.7239
- Cherie Kassinger, former Board President, Assistance League of San Antonio, 210.972.3574
- Lupita Gutierrez, State Board Co-Chair, Annie's List, 210.247.3175
- Crissy Rivas, former Grants Manager, San Anto Cultural Arts, 210.885.6197
- Jose Chapa, former Board Treasurer, San Anto Cultural Arts, 210.287.4351
- Deirdre Heisler, former Superintendent & West Texas Regional Director, Texas Parks & Wildlife (Government Canyon State Natural Area), 210.336.2360