

Chaz Wilcoxen

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Profile

Communications and brand strategist with 10+ years helping nonprofits expand visibility, fundraising, and impact. Known for bridging communications and design to deliver clear narratives, strengthen donor engagement, and drive measurable results.

Core Skills

Messaging & Storytelling · Fundraising & Donor Engagement · Email & Social Strategy · SEO & Analytics · Content Creation · Adobe Creative Suite · Project Management · Research · Brand & Identity · Brand Strategy · CRM & Marketing Tools (Salesforce, HubSpot, Mailchimp, Google Ads) · Web Platforms (WordPress, Webflow, Squarespace)

Experience

Protos Agency - Founder & Creative Director (2020–Present)

- Partnered with nonprofits and foundations on branding, campaigns, and communications.
- Produced websites, newsletters, and donor collateral to boost visibility and engagement.
- Led 80+ projects end-to-end, handling timelines, clients, content, and design.
- Collaborated with development teams to align storytelling, design, and fundraising.

Communications & Design Contractor: Team Long Run (2018–Present), Elliotsville Foundation (2023–Present), Wabanaki Community Foundation (2024–Present)

Freelance Designer & Communications Consultant (2016–2020)

Professional Development & Certifications

Wharton School, Univ. of Pennsylvania - Viral Marketing

Google - Digital Marketing Certification, UX Design Certification

Meta - Social Media Marketing Professional Certificate

Univ. of Colorado, Boulder - Strategic Communication Campaigns Specialization, Introduction to Public Relations and the Media Specialization

Univ. of California, Davis - SEO Specialization, Content Marketing Specialization