

ALEC M. HERSH

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Alecmhersh.com

Overview

Community Organizer and Urban Revitalization Specialist with 3+ years' experience in nonprofit leadership and community-based program administration, with a focus on economic development, main street management, and creative placemaking.

Education

Master of Public Administration	College of Charleston	2021-2023
Certificate, Urban and Regional Planning	College of Charleston	2021-2023
Bachelor of Arts, Arts Leadership	Franklin and Marshall College	2015-2018

Recent Work History

Myrtle Beach Downtown Alliance

Project Assistant, 2022-Present

- Develop MBDA's downtown building and business inventory database
- Support Broadway Streetscape Project with emphasis on safe streets/complete streets and tactical urbanism & demonstration projects
- Support MBDA's work with Enterprise Community Partners on developing policy recommendations for Equitable Development Framework for Downtown Myrtle Beach
- Support Placemaking events in Downtown MB from ideas to execution, strategy and direct support

City of Charleston Department of Planning, Office of Business and Neighborhood Services

Research Intern, Summer 2022

- Perform clerical duties for the Office of Business and Neighborhood Services
- Research and manage data for numerous projects including CRM systems, new City ordinances, and street closures
- Help facilitate events

WHYY Public Media

Assistant Director of Community Fundraising, 2020-2021

- Organize daily fundraising campaigns.
- Process donor contributions in online management software
- Manage a daily rotating crew of ~6 canvassers and community organizer

Grow Gelt Solutions LLC

Director of Community Engagement/Stakeholder Relations Manager, 2020-2021

- Compile donor outreach data
- Conceive, market, and execute outreach activities
- Create marketing videos and infographics

The Fairhill Project

Community Organizer, 2019-2021

- Engage with residents of the Fairhill community in North Philadelphia
- Conduct interviews and story circles with neighborhood residents
- Compile collected data and anecdotes into a Community Narrative

Valley Forge Tourism and Convention Board

Intern, 2018

- Assist in planning and implementation of marketing campaigns
- Attend community events across Montgomery County, PA
- Draft articles for the County's blog and monthly newsletter

Honors

- Nissley Grant Honoree (2016)
- Bonchek Research Grant Honoree (2016)
- Two-time Dana Scholar (Recognizes high academic achievement, outstanding character, and leadership potential.)
- 2022 Southeast Conference of Public Administration Panelist
 - Research Project: "Leaving Mayberry: Economic Facadism and Identifying the Urban Redevelopment Bubble."