

REBECCA MOTLEY

MBA | INNOVATOR | CONNECTOR

motley.rebecca@gmail.com • 217.202.3639

www.rebeccamotley.com

<https://www.linkedin.com/in/rebeccamotley/>

CORE COMPETENCIES

- Collaboration Building
 - Staff & Volunteer Leadership
 - Project Management
 - Workforce Planning
 - Change Management
 - Training/Development
 - Operational Streamlining
 - Internal Consulting
 - Cost Reduction
 - Policy Development
 - Financial Administration
 - Strategic Planning
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EDUCATION AND CREDENTIALS

Master of Business Administration & Bachelor of Arts, Economics
University of Illinois – Urbana-Champaign, Illinois

PROFESSIONAL EXPERIENCE

51-ENTERPRISES, LLC – Champaign, Illinois

2019-present

Principal Consultant

A woman-owned business, specializing in connecting diverse businesses to opportunities.

Clients include a hardware/software/IT consulting firm (business development planning), a paint supply company (marketing material development) and a chamber of commerce (sourcing new business financing).

GREATER FREEPORT PARTNERSHIP – Freeport, Illinois

2018-2019

Executive Director

Public-private 501(c)3 nonprofit company that promotes Stephenson County (50,000 population) and supports businesses, by providing workforce development, marketing, beautification, business education and data resource programs www.greaterfreeport.com

Hired as the first Executive Director when the economic development organization, convention and visitors bureau, chamber of commerce and downtown Freeport organization merged.

- Hired 6 professional staff members
- Directed the formulation of the first strategic plan
- Launched a coordinated fundraising campaign to raise \$1 million budget
- Led the volunteer board to research innovative solutions for downtown investment.
- Formed volunteer committees to drive each of the six points of the strategic plan
- Started a women's leadership network group
- Resourced a program to facilitate the successful re-integration of formerly incarcerated people into the workforce
- Supported the high school's efforts to launch a career academy program
- Developed a data tracking model to promote analytic decision-making

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- Led a process to get approval for a new Enterprise Zone economic development incentive
- Refocused tourism marketing efforts
- Launched several downtown Freeport beautification efforts
- Developed a regional professional network, including members of marginalized communities, to promote diversity in the Partnership's work and future of the County

CENTER FOR COMMUNITY ADAPTATION, LLC – Champaign, Illinois

2014-2018

Owner/Chief Operating Officer

Municipal consulting firm, specializing in economic development for the Village of Rantoul, IL

- Recruited new Holiday Inn Express franchisee. \$8 million commercial investment, attracted using TIF incentives, local hotel tax incentives & Village loan funds
- Implemented and directed Shop Rantoul First marketing campaign for existing businesses, using social media, print and radio ads, executed in partnership with the Rantoul Area Chamber of Commerce (www.shoprantoulfirst.com)
- Built relationships with Industrial Park employers, home to 7 distribution/light manufacturing businesses
- In 2016, the Village added a fourth Tax Increment Financing District to its existing incentives and renewed its Illinois Enterprise Zone in early 2017
- Administered the Village's business micro-loan programs
- Led an effort to foster collaboration between the two school districts, non-profit social agencies and the Village (www.rantoultomorrow.com), which resulted in relationships that facilitated action items, including Village/school district joint financial investment in community improvement initiatives.

ONE MAIN DEVELOPMENT, LLC – Champaign, Illinois

2011-2014

Vice President, Administration & Special Projects, 2013-2014

Marketing & Operations Director, 2011-2012

Property Management & Development firm, specializing in mixed-use, downtown buildings

- Led strategic planning for marketing and sales lead generation for company-managed properties, including social media strategy and implementation of Salesforce CRM
- Managed and directed tenant relations
- Conducted market research and feasibility studies for new business opportunities involving downtown investments
- Responsible for review of client management agreements, condo association management and budgeting
- Led organizational review and reorganization of personnel
- Achieved Certified Manager of Community Associations (CMCA) Illinois state license