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## BAC-9615

### Contact Information

Contact Name	Chyrisse Harris	Home Address	[REDACTED]
Preferred Phone	[REDACTED]	Home City	Denver
Preferred Email	[REDACTED]	Home State	CO
Other Phone		Home Zip	[REDACTED]
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
Gender	Female	Race/Ethnicity	African American
Other Gender		Other Ethnicity	
Title		Salutation	
		Pronouns	She/Her

### Application

Status	Pending Confirmation	Council Resolution Number	
Notes			

### Board Information

Board Name	Denver Preschool Program Board of Directors	Original Start Date	
		End Date	
		Other boards or commissions served	

### Work Information

Employer		Work Address	
Position		Work City	
Business Phone #		Work State	
Work Email		Work Zip	

### Additional Information

### Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	

Did you Graduate High School Yes

Did you Graduate

Graduate Major

Name of College

Location of College

# of Years Attended College

Did you Graduate College

Undergrad Major

### Reference Details

Reference Name #1

Reference Email #1

Reference Phone #1

Reference Address #1

Reference Name #2

Reference Email #2

Reference Phone #2

Reference Address #2

Reference Name #3

Reference Email #3

Reference Phone #3

Reference Address #3

Agree to a background check

Owner Esther Lee Leach

Created By Denver Integration, 10/3/2024 10:55 AM

Last Modified By Munique Moore, 11/21/2024 11:06 AM

### Notes & Attachments

#### Chyrise\_Final - BM24859 (1).jpg

Type Attachment  
Last Modified Denver Integration  
Description [View file](#)

#### Chyrise Harris Bio.pdf

Type Attachment  
Last Modified Denver Integration  
Description [View file](#)

#### Chyrise Harris Resume\_ Sept 2024.pdf

Type Attachment  
Last Modified Denver Integration  
Description [View file](#)

### Applicants History

11/21/2024 11:06 AM

User Munique Moore  
Action Changed Status from In Progress to Pending Confirmation.

10/3/2024 10:55 AM

User Denver Integration  
Action Created.



## Dynamic Communications Executive

*Using the power of communications to connect audiences, transform opinion and inspire action.*

Accomplished executive with a proven ability to develop and implement communications and brand positioning strategies that support financial business objectives and organizational effectiveness. Recognized for developing and overseeing high-impact communications and initiatives that advance organization and brand development goals. Outstanding written and verbal communicator with exceptional propensity for building relationships with key stakeholders. Areas of expertise include:

| Organizational Positioning & Brand Strategy | Media Relations | Messaging & Storytelling | Stakeholder Engagement |

## Employment History

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Gary Community Ventures  
Denver, CO  
June 2020 - Present

### ***Vice President, Communications & External Affairs | Senior Leadership Executive***

- Lead a team of communications, storytelling and strategic partnership experts dedicated to advancing impact across business, policy and philanthropy
- Oversee the brand, marketing and fundraising initiatives for three social change ventures:
  - [Dearfield Fund for Black Wealth](#): a first-of-its-kind down payment assistance program that has processed \$8.1M in funding to 200+ first-time Black homebuyers in CO
  - [MyFriendBen](#): a public benefits platform that has found \$767M in unused benefits and tax credits for Coloradans
  - [MySpark Denver](#): a program providing more than 4000 Denver middle school students access to \$1000 worth of after school programming
- Oversaw marketing and fundraising campaigns that led to the historic passage of Proposition 123 in 2023 (affordable housing) and HB 22-1295 (universal preschool) in 2022
- Led the brand creation and awareness campaigns for COVIDCheck Colorado, the state's free COVID19 testing and vaccine operation in 2020 and 2021.

Brightbeam  
Denver, CO  
Sept. 2017 - May 2020

### ***Chief Communications Officer | Senior Leadership Executive***

- Led a new brand strategy, architecture and messaging framework to engage new board members, funders, and partners around a cohesive brand story
- Grew the impact and perception of the organization through thought leadership and communications initiatives designed to activate communities to influence elected leaders.
- Oversaw the creation of scalable strategies to position education activists around the country as powerful influencers of education policy within their communities. Results Included:
  - Releasing organization's first report highlighting education achievement gaps nationally
  - Securing media coverage highlighting activism in The New York Times & NBC News
  - Securing congressional briefings for CEO to advise on key education issues
  - Securing multiple book proposals for CEO

### ***Director of Media Relations***

- Led national media campaign for network of 1,200 writers and columnists
- Surpassed 2018 and 2019 media placements goal by 40%
- Increased A-list media placements in national publications by 30%

STRIVE Prep  
Denver, CO  
May 2015 - Sept. 2017

### ***Senior Director of Marketing Communications | Senior Leadership Executive***

- Led strategic rebrand designed to position organization for greater reach, revenue and recognition among current and prospective families, educators and funders
- Led integrated marketing communications plan that contributed to:

- \$2.5 million in donations from corporate partners
- Largest single day giving donations in network history
- Increase in local and national media coverage by 30%
- 100% enrollment of students at ten of twelve schools at end of first enrollment window

DaVita Kidney Care  
Denver, CO  
Feb. 2014 - May 2015

**International Marketing Communications Manager**

- Positioned and grew the DaVita brand in Asia, Latin America, Europe and the Middle East with a sharp focus on customer/market intelligence, brand and reputation management, demand generation, acquisition and new market entry, and capacity-building
- Launched 10 country-specific websites in less than one year, each designed to increase patient and physician placements abroad
- Led marketing communications to support DaVita's largest global expansion effort which included the opening of 80 kidney care centers over three years. Year one results:
  - 13M+ media impressions following historic expansion press announcement
  - 35,000 visits to first Middle East audience-specific website
  - 1,000+ physician/nurse applicants through e-marketing/online recruiting campaigns

Denver Public Schools  
Denver, CO  
July 2011 - Feb. 2014

**Regional Marketing Manager**

- Developed brand/communication strategies to differentiate and increase student enrollment
- Leveraged marketing and media/community relations to position individual schools for growth throughout the district's SchoolChoice open enrollment process
- Propelled three schools to district's list of Top 10 Requested Schools for 2013-14 school year
- Doubled middle school enrollment from target feeder elementary schools
- Increased priority schools' enrollment by 15% more than target goal

**Communications Specialist, Innovation & Turnaround Schools**

- Managed internal/external communications, marketing and branding for two schools at the center of Denver's education reform initiative
- Branded and promoted a post-secondary/college-readiness program which contributed to:
  - Over \$1.4 million in scholarships for seniors
  - A 60% increase in submitted college applications
  - The highest percentage of graduating seniors in a single class since 2006
- Doubled 2012-13 enrollment projections through targeted recruiting strategies
- Earned local/national media placements, including a feature on NBC Education Nation
- Secured 100+ business/policy leaders to act as student mentors during reform efforts

Siegel + Gale  
New York, NY  
Oct. 2007 - Feb. 2011

**Global Brand & Public Relations Manager, PR Associate, and Marketing & Business Development Manager**

- Doubled annual media coverage in national, international and industry trade publications
- Expanded global engagements by 8%, landing new clients in Asia, Europe & the Middle East
- Attracted new clients in higher education and government through key positioning strategies
- Tripled industry awards given to the firm, including reaching No.5 and 4 in Advertising Age's Top U.S. Agency list 2009 and 2010
- Increased firm's revenue by more than \$10M through new business proposals— exceeding yearly sales goal
- Created global event marketing program to support sales lead generation for key industries

**Education & Civic Engagement**

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Emerson College  
Boston, MA, 2007

**M.A., Global Marketing Communications & Advertising**

Colorado State University  
Fort Collins, CO, 2006

**B.A., Journalism & Technical Communications**

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**Volunteer & Board Commitments**

- Volunteer, Red Rocks Church Children's Ministry (2013-present)
- Board Committee Member, Urban Land Conservancy (2024-present)
- Board Director, Colorado Youth Congress (2021-Sept.2024)
- Steering Committee Member, EDUCATE Denver (2022-June 2024)
- Board Director, Aurora Community School (2018-2019)

## About Chyrise Harris

As Vice President of Communications and External Affairs for Gary Community Ventures, Chyrise leads a team of communications, storytelling and strategic partnership experts dedicated to advancing opportunities for Colorado kids and families. With over 17 years of brand development and communications experience in the private, public and nonprofit sectors, Chyrise believes in the power of communications to connect people, transform opinion, and inspire action. She began her career in New York at global branding firm Siegel+Gale before returning to Colorado to use her experience to expand opportunity at home. She's led brand development and marketing communications at Denver Public Schools and STRIVE Prep. To broaden her skills and perspective, she managed communications for DaVita's international kidney care expansion and led communications and activism for the national education advocacy organization, Brightbeam. Chyrise holds a Bachelor's in journalism and technical communication from Colorado State University as well as a Master's in global marketing communications and advertising from Emerson College in Boston. She has served as a board director for various nonprofit organizations and has spent the last 11 years volunteering in the kids ministry at Red Rocks Church, a gig that has come in handy since becoming an aunt in 2023.