

DEIDRE DeJEAR

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QUALIFICATIONS

- Excellent written and oral communication; strong mentorship and team building skills.
- Community organizer who honors commitments and values excellence; self-starter and strong collaborator.
- Adobe Suite, NGPVAN, iMovie, Microsoft Office, SharePoint, Final Cut Pro, Votebuilder database

EXPERIENCE

Caleo Enterprises. Owner

June 2008 - Present, Des Moines, IA

The word Caleo is Latin for ignite. The meaning behind our name is also our promise to our clients. Caleo Enterprises was established to light the fire in new businesses while rekindling the fire in established businesses. Caleo Enterprises has impacted nearly 200 businesses and non-profits nationwide.

Financial Empowerment Center

December 2017-Present, Des Moines, IA

- A program that promotes financial sustainability for individuals and families throughout the State of Iowa using financial education and resource attainment.

United Way of Central Iowa, Financial Capability Network Consultant

February 2013-October 2017, Des Moines, IA

- Developed and implements a Financial Capability Network collaborative that targets low-income individuals and families, giving them access to mainstream financial systems & products and increasing their financial management knowledge and skills reaching over 20,000 people annually.
- Developed and implements a 3 prong marketing strategy for financial education in Central Iowa.
- Creator and Host of "The Financial Fix", a local television show that airs on Mediacom Cable.

The Directors Council, Consultant

February 2013-Present, Des Moines, IA

- Consultant for a group that advocates for change in the African American Community of Greater Des Moines and facilitates long-range planning processes to create a more thriving and positive community.

Langford for School Board

June 2015 – September 2015, Des Moines, IA

- Managed campaign for the youngest ever elected school board member in Des Moines Public Schools.
- Narrow margin victory with 2 opponents.

Caldwell-Johnson for School Board

June 2013 – September 2013, Des Moines, IA

- Managed campaign for incumbent in Des Moines Public Schools first district race.
- Won by 10 points with 2 opponents.

Obama for America, African American Vote Director

July 2012-November 2012, Des Moines, IA

- Developed and implemented the African American Vote program and strategy in Iowa that educated, motivated, and mobilized low-propensity African American voters.
- Increased the proportion of African American voters in Iowa from 3% to 7% and registered historic numbers of African American voters, including over 5,000 new registrants statewide.
- Trained over 300 staff and leaders throughout the state on African American outreach and program implementation in addition to State voting laws, processes and procedures.
- Managed the State Leadership Committee with regular conference calls, emails, and one-on-one meetings.
- Established and maintained strong interdepartmental coordination; worked across departments to achieve shared goals.
- Planned and promoted 60+ events with celebrities designated to educate and mobilize voters.
- Served as a spokesperson for Obama for America at political, faith-based, and voter engagement events.

Obama for America, Field Organizer

April 2012-July 2012, Des Moines, IA

- Recruited, managed, and trained volunteers in 3 diverse, urban areas in Des Moines consisting of more than 20,000 residents.
- Planned and implemented Senior-to-Senior and faith-based voter registration drives.
- Collaborated with civic organizations and community leaders to increase voter turnout, recruiting volunteers and interns.

Des Moines Public Schools, East High School Assistant Girls Basketball Coach

April 2008-2014, Des Moines, IA

- Mentored 25 young women ranging from 9th to 12th grade and conducted college/career counseling.
- Conducted practices. Managed equipment and organized 3 annual fundraisers grossing more than \$10,000 each year.
- Earned one Class 4A State Championship and one Class 4A Runner-up title.

Bankers Trust, Marketing Specialist

May 2006-2011, Des Moines, IA

- Planned and coordinated 30+ corporate and community events annually.
- Coordinated and managed annual community sponsorship agreements and project implementation with entities including: Iowa State University, University of Iowa, Iowa Events Center, Iowa Asian Alliance/CelebrAsian, Juneteenth, Iowa State Fair, Employee Family Resources, Business Record, Des Moines Civic Center, dsm Magazine. Iowa Cubs, Latino Heritage Festival, I'll Make Me a World in Iowa, Youth Emergency Shelter Services, etc.
- Directed operations of corporate store; including managing annual budget of \$150,000, controlling inventory, and developing marketing strategies and materials to increase sales.
- Managed Marketing project work flow, project request submissions, and vendor relations. Participated in marketing strategies for products.

SERVICE INITIATIVES

Elim Christian Fellowship, Youth and Children's Ministry Director

October 2011-October 2016, Des Moines, IA

- Foster community by building relationships with young people to strengthen their commitment to the church and their faith.
- Train and recruit adult volunteers to work with children.
- Plan and implement age-appropriate activities and lessons such as musicals, dramatic presentations, small group Bible study, retreats, and service projects.

Back 2 School Iowa, Co-Founder

April 2005-Present, Des Moines, IA

- Collaborate with communities and corporations to consolidate resources in order to inspire urban youth to continue in their educational endeavors and work towards their future careers.
- Provide over 500 children with school supplies each year through an annual event attended by over 1000 individuals.
- Direct and manage all fund raising efforts grossing \$15,000 annually. Direct and implement all marketing efforts.

Miss Black Iowa USA Organization, Miss Black Iowa USA

September 2009-2010, Des Moines, IA

- During two year reign, traveled throughout the state of Iowa promoting state platform PATHS (Preparing Adolescents to Harness Success) at more than 50 events.
- Worked closely with civic organizations, churches, and the African American Museum of Iowa to represent, fundraise and recruit for organization.

Other volunteer affiliations include:

Mentor Iowa 2009-2016

NAACP, 2005-Present

Des Moines Chapter of the Links, Inc., 2014-Present

Current Board Commitments

Back 2 School Iowa, President 2005-Present

I Have a Dream Foundation, Member 2014-Present

Iowa Regional Leadership Council, Member 2013-Present

Des Moines Chapter of the Links, Inc., Communications Chair 2014-Present and National Trends Chair 2016-Present

NAACP, Communications Chair 2013-Present

Iowa Department of Education-Financial Literacy Network, Member 2014-Present

Past Board Commitments

Greater Des Moines Community Foundation, Marketing Committee 2014-2016

YMCA of Greater Des Moines Prayer Breakfast, Member 2013-2016

Young Professional Connection, Civic Engagement Chair 2013-2014

AWARDS AND CERTIFICATES

Small Business Administration Minority Business Champion of the Year 2017

YMCA MLK Prayer Breakfast Make a Difference Award 2013

State of Iowa Coaches Endorsement

Miss Black Iowa 2010

Miss Black Iowa 2009

Miss Iowa Juneteeth 2006-2008

Drake University 2008 Senior of the Year Award

Miss Black Iowa USA 2007 1st Runner-Up

Drake University 2007 Junior of the Year Award

Drake University 2006 Top Sophomore of the Year Award

2005 Donald V. Adams Leadership Institute Graduate

Drake University 2005 Top First-Year Student of the Year Award

Kravis Broadcast Institute Certification

Purity with Purpose Graduate

EDUCATION

Drake University-Des Moines, IA

Major: Broadcast News and Politics, 2004-2008