

## Liz Kieffer, Strategist



Liz joined Springboard Partners in 2015. Since then, she's been helping partners create compelling messages, implement communication plans, and run effective coalitions.

During her time at Springboard, Liz has helped the Conservation Alliance for Seafood Solutions, a coalition of nonprofits that are working with retailers and businesses to source sustainable seafood, update its Common Vision for Sustainable Seafood to reflect changes in the field and revise the Alliance's theory of change. Liz also worked with the Literacy Lab to get clear on its goals and audiences and refine its brand so it could more effectively communicate about what it does and why it's so critical.

Prior to joining Springboard, Liz spent four years working at Spitfire, where she used research, writing, and digital outreach skills to help her clients accomplish their communication goals. As a digital communication expert, Liz worked one on one with nonprofits to improve their social media advocacy and trained state-based advocates. Prior to joining Spitfire, Liz served as the campaign manager for Debbie Phillips's successful 2010 bid to become an Ohio State representative – along with working on many other local and statewide campaigns.

Liz grew up in Cleveland, Ohio, and has a degree in communication studies from Ohio University. She currently lives in Virginia Beach with her husband, where she enjoys photography, baking, and exploring the oceanfront.

