

## Contact

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(LinkedIn)

## Top Skills

Organizational Leadership

Media Relations

Negotiation

## Publications

How to engage employees by giving back

# Alicia Crank

Philanthropy | Founder | Seattle Sports Commissioner | Keynote Speaker | Hazel Miller BoD | WA Commercial Aviation Work Group member | Civic Engagement Consultant | Convener  
Edmonds, Washington, United States

## Summary

My commitment to fostering community relations has been a cornerstone of our growth. We have successfully amplified civic engagement through strategic partnerships and innovative event management, strengthening the social fabric of our city.

With over a decade at Crank'd Up Consulting, my role as Connector-In-Chief has been instrumental in supporting entrepreneurs and non-profits. Our team's expertise in fundraising, social media logistics, and interpersonal leadership training aligns with my passion for building resilient, inclusive communities.

I've had a multifaceted career across for-profit and non-profit organizations in leadership roles: institutional trust & cash management; corporate & community event planning; relationship management; trade show, event and search engine marketing; customer success; executive management; program, fund and leadership development.

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## Experience

### Homage Senior Services

Senior Manager, Philanthropy

April 2025 - Present (2 months)

Lynnwood, Washington, United States

Responsible for developing and implementing annual fundraising strategies, including community giving, major gifts, annual giving, corporate contributions, grant seeking, special events and appeals, and in-kind resources.

### Crank'd Up Consulting

Connector-In-Chief

June 2014 - Present (11 years)

Serving Entrepreneurs, Non-Profits and Small Businesses with meeting, event, fundraising and social media logistics/management.

Board Meeting/Board Retreats  
Board Member Training  
Interpersonal Leadership Training  
Strategic Partnership Training  
Meeting/Retreat Moderation Services  
Fundraiser Event Management  
Location Scouting  
Contract Negotiations  
Sponsorships  
Event Program Management  
Volunteer Management

Seattle CityClub  
Executive Director  
July 2022 - October 2024 (2 years 4 months)  
Greater Seattle Area

Atwork  
2 years 3 months  
Chief Development and Equity Officer  
March 2022 - June 2022 (4 months)  
Greater Seattle Area

Chief Development Officer  
April 2020 - March 2022 (2 years)  
Bellevue, Washington, United States

City of Edmonds  
Candidate: Edmonds City Council, Position 1  
May 2021 - November 2021 (7 months)  
Edmonds, Washington, United States

YWCA Seattle | King | Snohomish  
Corporate Relations Officer  
July 2017 - March 2020 (2 years 9 months)  
Greater Seattle Area

I am responsible for the development and implementation of a comprehensive, well-coordinated and strategic corporate program. This includes prospecting,

cultivation, solicitation, and recognition and stewardship activities for all corporate funders and partners.

#### City Year

Philanthropy Officer

February 2017 - July 2017 (6 months)

Greater Seattle Area

#### Washington Business Week

Director of Development & Strategic Partnerships (Contract)

November 2015 - November 2016 (1 year 1 month)

Renton, Washington

Washington Business Week is a week-long summer program that places high school students in a dynamic simulation where they compete as industry professionals, sharpen communication skills, and face real-world challenges. With the guidance of a mentor from the business community, students gain a competitive edge on college preparation, workplace readiness, and overall life success.

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In just seven days, Washington Business Week places students in a dynamic simulation where they compete as industry professionals, sharpen their communication skills, launch a company, and solve real-world challenges.

Students take the lead as their team races against the clock to develop a world-changing idea and pitch it to potential investors at the end-of-week competition. Guided by a mentor from the professional sector, students learn to work as a team, explore careers, take a test run of university life, build a network with professionals and future leaders, earn college credit, and maybe even win a scholarship.

For almost 40 years, we have provided 60,000 high school students with a competitive edge on college readiness, career advancement, and overall life success. Discover what thousands of young people now know about themselves – how to make an amazing impact in the 21st century workplace.

#### SBI Management Services, Inc.

Client Services Coordinator

October 2014 - September 2015 (1 year)

## Chamber of Commerce Mountain View

Director, Leadership Mountain View

June 2009 - May 2015 (6 years)

Mountain View, CA

Recruit community members and working professionals for 9-month Program Year; Plan and coordinate program days and themes; Work with government officials in participating with and recognizing graduates of the Program; Lead fundraising and public relations efforts for the Program; Relationship management with local, regional and national businesses and business leaders; Manage alumni and advisory council; Create and manage program budget; Represent the Program and the Chamber of Commerce at local, regional and state events.

## Cancer Support Community (formerly The Wellness Community)

Community Development Coordinator

April 2011 - June 2012 (1 year 3 months)

Community outreach and major event planning

## Efficient Frontier

Search Marketing Specialist

June 2008 - November 2008 (6 months)

- Support Account Manager in client initiatives and complete campaign management
- Buy a large volume of search keywords with large budgets
- Effectively and efficiently manage media inventory
- Help create and deliver campaign overview analysis
- Reconciliation and billing
- Execute client programs, monitor budgets and program performance
- Analysis reporting on SEM successes
- Research, develop, integrate, test and expand keywords and key phrases
- Research, create, integrate and test search engine advertising copy, titles, descriptions and various landing pages to maximize results
- Execute and maintain SEM analytics

## CommTouch

Sales & Marketing Associate

September 2006 - April 2008 (1 year 8 months)

- Provided administrative support to Inside Sales Manager, EVP, BDO and Finance personnel

- Planned and coordinated logistics for sales meetings, investment relations, WebEx presentations and industry trade shows
- Planned and coordinated seminars and evaluations for the department staff
- Created and updated presentations, proposals and marketing materials for US and Israel offices
- Analyzed and reported on weekly, quarterly and annual sales figures and forecasts.
- Managed relationships with resellers, vendors and direct clients
- Placed collections calls to vendors and direct clients

## Stanford Graduate School of Business

### Student Services

August 2005 - August 2006 (1 year 1 month)

- Functioned as the main point of contact for the Student Life Office
- Planned and coordinated Dean and Associate Dean lunch meetings with MBA students
- Provided administrative support to Director, Acting Director, two Associate Directors and Special Events manager
- Planned and coordinated seminars in for the department as well as in conjunction with various departments within the Graduate School of Business
- Created and updated presentations, proposals and materials for Associate Deans and Directors
- Assisted in advising students in various areas of academic needs and personal issues

## US Trust Company

### Account Administrator

September 2004 - September 2005 (1 year 1 month)

- Functioned as the sales and marketing assistant to Business Development Officer
- Created and maintained internal and external client letters and marketing materials
- Provided executive administrative support to Managing Director/BDO, Senior Vice President, Vice President and Assistant Vice President
- Processed real-time online trading of mutual funds and securities
- Created and maintained presentations, proposals and materials for high net-worth personal wealth management division
- Coordinated/planned lunch and dinner events at both on-site and off-site venues for 4 – 100 person attendance.

- Prepared travel arrangements and expense reports for Portfolio Manager and Managing Director/Business Development Officer

## Comerica Bank

7 years 2 months

### Sr. Trust Analyst

July 1997 - August 2004 (7 years 2 months)

- Relationship manager and account officer of 300+ Institutional class cash management / investment / money market accounts
- Manager/supervisor of a five member team
- Financial software testing and technical writing (procedures) for online trading platform
- Visited external client locations to facilitate training and field questions on using Bank software for processing trades and moving cash between multiple accounts.
- Functioned as liaison between external clients and our Treasury Management team
- Functioned as liaison between internal/external clients and our Securities arm of the Bank
- Attended monthly Securities sales meetings to keep current with their cash management needs for their clients, field questions regarding our cash/custody products and share news/updates on cash/custody products
- Created internal and external client letters and marketing materials
- Advised on and helped create online money market trading platform

### Trust Analyst

1998 - 2003 (5 years)

- Performed daily valuations of participant accounts in 401(k), 403(b), Cash Management and various retirement plans
- Produced IRS forms 5500, 5500C/R and 5558 for client companies, working knowledge of basic Human Resources employment/benefit plan issues
- Processed the acquisition and disbursement of mutual funds and securities for custodial accounts.
- Processed real-time online trading of mutual funds and securities
- Performed discrimination testing, benefits and plan administration
- Functioned as the marketing assistant to Vice President of New Business / Business Development Officer in Institutional Trust
- Functioned as Product Specialist of money market platform and as the primary liaison between Institutional Trust and our Securities arm of the Bank.

- Created and maintained presentations, proposals and materials for Master Trust, Custody Services, Securities Lending and Retirement Services

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## Education

Central Michigan University

Radio and Television Broadcasting Technology/Technician · (1992 - 1995)

Specs Howard School of Media Arts

Radio Certification, Radio and Television · (1993 - 1994)