

**CYNTHIA MUDGE**

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**EXECUTIVE PROFILE**

Strategic nonprofit executive with more than 25 years of leadership experience directing organizations, developing community partnerships, leading destination marketing initiatives, producing large-scale events, and securing public and private funding. Proven success in organizational turnaround, tourism promotion, stakeholder relations, and economic development. Recognized for building collaborative relationships that strengthen communities, support small businesses, and deliver measurable organizational growth.

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**CORE STRENGTHS**

- Nonprofit Administration
- Tourism & Destination Marketing
- Community Relations
- Public Relations & Communications
- Event & Conference Management
- Small Business Advocacy

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**PROFESSIONAL EXPERIENCE****Executive Director**

**Centralia-Chehalis Chamber of Commerce** | Chehalis, Washington

**March 2022 – July 2026**

Lead all organizational operations for the Chamber of Commerce and regional Visitor Center while strengthening economic development and tourism initiatives.

**Key Achievements**

- Strengthened relationships with businesses, elected officials, community organizations, and regional stakeholders.
- Modernized marketing through development of a new website, enhanced monthly business publication, electronic newsletters, and social media.
- Expanded visibility of Chamber programs and visitor services throughout the region.

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**Executive Director**

**Astoria Sunday Market** | Astoria, Oregon

**March 2008 – October 2020**

Directed all operations, finance, marketing, vendor relations, fundraising, and board governance for one of Oregon's premier nonprofit open-air markets and tourism attractions.

**Key Achievements**

- Generated \$140,000–\$155,000 annually in vendor revenue while maintaining financially self-sustaining operations.
- Led an organization that contributed more than \$180,000 toward downtown revitalization projects.
- Recruited and managed more than 200 vendors annually.
- Created the Young Entrepreneur's Club, providing business education and vendor opportunities for K–12 students.
- Established the Port of Astoria cruise ship marketplace serving thousands of visitors.

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**Executive Director**

**Destination: The Pacific** | Astoria, Oregon

**January 2006 – March 2008**

Directed regional heritage tourism and economic development initiatives exploring National Heritage Area designation.

**Key Achievements**

- Organized a successful Oregon-Washington regional workshop that launched ten community development projects.
- Successfully advanced Congressional legislation authorizing a National Heritage Area feasibility study.
- Raised \$50,000 to support public engagement efforts.
- Managed \$270,000 in National Park Service-funded education, interpretation, and trail development projects.

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**Executive Director**

**Lewis & Clark Bicentennial Association** | Astoria, Oregon

**March 2003 – January 2006**

Led all operations for the nationally recognized Lewis & Clark Bicentennial Signature Event and associated regional initiatives.

**Key Achievements**

- Raised \$1.78 million through grants, sponsorships, donations, and earned revenue.
- Directed planning and execution of a nationally sanctioned multi-event bicentennial celebration.
- Led development of a unified regional branding and marketing campaign.
- Secured funding and completion of the six-mile Fort to Sea Trail (\$250,000 project).
- Helped secure establishment of the Lewis & Clark National Historical Park.
- Closed bicentennial operations with a \$250,000 contribution to the Lewis & Clark National Park Association.

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**Executive Director**

**Theatre Puget Sound** | Seattle, Washington

**1997 – 1999**

- Increased membership from fewer than 20 to more than 500.
- Managed relocation into a 7,000-square-foot performing arts facility.
- Produced statewide conferences, workshops, and educational programming.
- Secured grant funding and expanded member services through new communications platforms.

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**President & Founder**

**Pock Communications, Inc.** | Seattle, Washington

**1989 – 1999**

Founded and operated a successful event management, marketing, and public relations consulting firm serving nonprofit organizations, associations, government agencies, and corporate clients.

**Highlights**

- Produced and marketed large-scale consumer events attracting more than 50,000 attendees.
- Managed trade shows, festivals, conferences, fundraising events, and public outreach campaigns.

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## **EDUCATION**

### **Bachelor of Science, Marketing**

Specialization: Event Management & Public Relations

Colorado State University Global Campus

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## **PROFESSIONAL & COMMUNITY LEADERSHIP**

- President, Astoria Rotary (2012–2013)
  - Board Member, Astoria Rotary (2012–2016)
  - Member, Astoria Rotary (2004–2020)
  - Commissioner, Arts Commission of Clatsop County (2019–2020)
  - Chair, Heritage Festival – Astoria Bicentennial (2010)
  - Recipient, Oregon Governor's Conference on Tourism Volunteer Achievement Award (2005)
  - Freelance nonprofit consultant, facilitator, and writer
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## **TECHNICAL & PROFESSIONAL SKILLS**

Strategic Planning • Nonprofit Leadership • Grant Writing • Tourism Marketing • Public Relations • Communications • Event Management • Volunteer Management • Community Engagement • Program Development • Business Development • Microsoft Office • Google Suite