

SHIRLEY DORSAINVIL

Candidate for President - Greater Haitian American Chamber of Commerce

Proven executive leader with over eight years' experience advancing strategic communications, business development, and cross-sector partnerships. As CEO and founder of Haitians Who Blog and Dorsainvil Creative Group, led both organizations from concept to international recognition—driving economic empowerment, advocacy, and capacity building for underrepresented communities. Renowned for coalition-building, revenue growth, and vision-driven

transformations, with a demonstrated ability to influence public narrative, convene key stakeholders, and deliver measurable results. Fluent in English and Haitian Creole, with deep expertise in multicultural engagement.

"Leadership isn't just about visibility—it's about building authentic connections that spark engagement and fuel long-term growth." — Shirley Dorsainvil

CORE COMPETENCIES

Core Skills: Executive Leadership & Board Governance | Grassroots Storytelling | Strategic Communications | Advocacy Campaigns | Crisis Communication | Cross-Cultural Engagement | Coalition-Building | Digital Strategy & Multichannel Engagement | Crisis Communications & Public Health Advocacy | Public Speaking | Fundraising & Resource Mobilization | Membership Growth & Stakeholder Mobilization | International Advocacy | Community Partnerships | Training, Mentoring & Leadership Development

Technical Skills: GiveButtr | CRM management | WordPress | HubSpot | Microsoft Office Suite | Slack | Mailchimp | HubSpot | Salesforce | Google Analytics

Languages: English (fluent) | Haitian Creole (fluent)

RELEVANT EXPERIENCE

Greater Haitian American Chamber of Commerce

Marketing and Fundraising Director | February 2020- December 2025

- Secured significant cross-sector media visibility, driving engagement across business, nonprofit, and government audiences via digital and social media mediums.
- Spearheaded launch of Total Resource Campaign (TRC) implementing a major gifts and corporate engagement strategy.
- Expanded social presence by 114% through strategic social campaigns.
- Positioned organization at the forefront of regional dialogue on equity and community development through earned media campaigns.

[PREVIOUS: Managed strategy and growth for major university platforms, driving audience expansion and brand advancement for the University of Central Florida | 2015–2019]

FREELANCE EXPERIENCE

Haitians Who Blog

Founder & Creative Director | *January 2017- Present*

- Elevated the platform into a global storytelling hub that spotlighted Haitian diaspora voices and issues of inequality.
- Led the organization from startup to global advocacy hub, setting strategic vision and overseeing multi-year growth plans.
- Built multinational coalitions, forged partnerships with international journalists, and directed campaigns generating over 25M impressions and recognition in diaspora-focused awards.
- Transitioned grassroots storytelling into global content partnerships, increasing annual corporate partnership revenue from \$300 to \$45,000.

Dorsainvil Creative Group

Founder & Head of Marketing | *November 2019- Present*

- Established and scaled the agency to serve disadvantaged and underrepresented businesses, focusing on advocacy marketing and digital storytelling.
- Oversaw executive-level operations, built cross-sector partnerships, and developed multi-year plans resulting in 45% annual revenue growth.
- Convened coalitions, negotiated corporate sponsorships, and created new service lines to meet evolving market needs.
- Led talent development, organizing workshops and capacity-building events for nonprofit clients and community advocates.

Comprehensive Health Center of Orlando

Director of Marketing & Community Engagement | *September 2022-April 2024*

- Amplified marginalized voices by leading multilingual campaigns in Haitian Creole and Spanish, achieving 450% increase in engagement.
- Secured community radio and local press features raising awareness about healthcare inequities.
- Designed crisis-ready communications protocols for community health events, including navigating public health misinformation.
- Launched the clinic's first-ever digital and media presence, aligning health advocacy efforts with grassroots storytelling.
- Increased online appointments by 5x following the "CHC Grand Opening" campaign, which included paid social promotion, local official outreach, and a branded video content series ("Medical Mondays") to educate the public and amplify clinic awareness.

EDUCATION

University of Central Florida, Orlando, FL

Master of Arts | *Completed*

University of Central Florida, Orlando, FL

Bachelor of Science: Psychology | *Completed*

CERTIFICATIONS

- ☐ **Digital Marketing Analyst Certification**
- ☐ **AI Marketing Certification**
- ☐ **Facebook Blueprint**
- ☐ **Google Analytics and Display**

AWARDS

“Tomorrow’s Leaders Today” from Young Professionals of Osceola County

“Rising Star” from the Greater Haitian American Chamber of Commerce

“Haitian Woman of the Year” from the University of South Florida

“Forbes 30 under 30’ Honoree for the year 2020

“Top 20 Under 40 Young Professionals” from the Haitian American Chamber of Commerce of Florida

“McNair Fellow” by Ronald E. McNair Fellowship at University of Central Florida

Distinguished Researcher by Showcase of Undergraduate Research at University of Central Florida

PUBLIC SPEAKING EXPERIENCE

“Branding for Career Professionals” | 2025

“Navigating Affiliate Marketing in an AI world” | 2024

“The State of the Blogging Industry” | 2022

“Social Media Marketing for Small Businesses” | 2022

PROFESSIONAL MEMBERSHIP

Black UCF Alumni Association

African American Chamber of Commerce of Central Florida

Hispanic Chamber of Commerce of Central Florida

American Marketing Association of Orlando

American Advertising Federation of Orlando

Greater Haitian American Chamber of Commerce of Orlando

Seminole County Chamber of Commerce