

Schenae Rourk

Innovative and out of the box thinker, strategic connector, passionate about equity and collaborative inclusion, solutions oriented

Schenae' Rourk is the President of Resource Solutions of California. She specializes in outreach, community engagement and utilization, awareness campaigns, developing, managing and overseeing programs, strategic marketing and development all with a diversity and inclusion lens.

Ms. Rourk has more than 25 years in development, marketing and communications outreach. She has worked with public agencies as well as large corporate entities and nonprofits to develop, implement and manage corporate messaging through programs. In addition, Ms. Rourk is the lead executive for developing mentor protégé programs, youth engagement and similar stakeholder programs, vetting, utilization and special project management.

She assisted in the development of events and community marketing plans, outreach, focus groups and strategic development for both public and private sector clients. She has facilitated outreach meetings, special events and showcases up to 2000 seat capacities. Work also includes contract compliance and utilization as well as capacity building and technical assistance.

She has facilitated public meetings, prepared fact sheets, newsletters, public education and outreach, and has experience in creating relevance in the social media environment.

RELEVANT EXPERIENCE

Program Management and Community Inclusion

Developed, managed and implemented programming for NAWBO-LA and NAWBO-CA that included high level programming for entrepreneurs. Also engaged with many CBOs and business entities for collaborative advocacy and initiatives. Increased membership of the organization, increased business members and increased awareness of the organization along with the development of various programs and initiatives along with a local advocacy platform.

Redwood Resources

PRESIDENT/CEO

Executive & Advisory Roles

PRESIDENT-ELECT, NAWBO-CA

PAST PRESIDENT – National Association of Women Business Owners – Los Angeles

CHAIR

*TRANSPORTATION BUSINESS ADVISORY COUNCIL
METRO*

*TRANSPORTATION AND GOODS MOVEMENT
CO-CHAIR*

BIZFED

Education

*California State University, Sacramento
Communications, Minor Marketing*

*UCLA / Management Development for
Entrepreneurs*

*E-Cornell / Women Entrepreneur Certificate
10K Small Businesses*

Areas of Specialty

Small/Diverse Business Utilization

Community Engagement

Compliance

Strategic Alliances

Stakeholder Engagement

Mentor Protégé Programs

Youth Engagement Programs

Impacted Stakeholder Programs

Outreach

Strategic Marketing

Business Development

Program / Project Management

Stakeholder Analysis and Stakeholder Mapping / City of Oakland Resiliency / CA (aka Redwood Resources)

Supported the efforts of the City and the Oakland Public Library in developing a stakeholder map and analysis. This project included data analysis, survey development and engagement.

Community Outreach and Mentor Protégé / East County Hall of Justice / CA (aka Redwood Resources)

Supported the efforts of the client and County in developing an outreach and mentor protégé program utilizing certain business classifications. This project included graphic design, communications outreach, marketing, utilization reporting and monitoring as well as database maintenance.

Community Outreach and Mentor Protégé and Utilization/Juvenile Justice Center / CA (aka Redwood Resources)

Supported the efforts of the client and County in developing an outreach and mentor protégé program utilizing certain business classifications. This project included graphic design, communications outreach, marketing, utilization reporting and monitoring as well as database maintenance.

Event Management / Private Sector Clients

Managing the front and back of house for up to 2000 seat capacity venues, management of third party vendors, VIP registration, hiring of personnel, hiring of talent, execution of show.

Training Sessions / Johnson & Johnson v Publicist

Organize training sessions/lunch and learns for medical professionals, develop marketing plans and outreach plans for targeting and increasing awareness. Included coordinating third party vendors, client relations, marketing, business development.

Small Business Development

Assisting small businesses with business development, marketing, growth strategies, event management, strategic alliances and engagements. Clients have included the A/E industry, CM industry, Entertainment professionals and entrepreneurs. She has consulted on SBE development in the private, commercial and federal markets; developed strategies around the utilization of certifications of MBE, WBE, SBE, DVBE, Emerging, 8(a), certified business.

Focus Groups & Outreach / Port of Oakland (via Mason Tillman Associates)

Organize grass roots marketing outreach to increase awareness of the benefits and to mitigate negative responses to the dredging of the Oakland Golf Course and the NIMBY impacts.

Community Awareness / Alameda County (via Mason Tillman Associates)

Developed an inclusive storm water and illegal dumping campaign that addressed the various cultures within the County. This project included community awareness, community engagement and public relations. At the culmination of the project we provided the County with art murals designed by local students who addressed the growing concerns of storm water and illegal dumping.

Outreach / City and County of San Francisco & Redevelopment Agency (via Mason Tillman Associates)

Community outreach to residents of Hunters Point through meetings, fact sheets, telemarketing. Anecdotal and historical interviews with Hunters Point residents. Facilitated meetings and outreach engagement.