

HELLO!

We are:

SIMPLER SITE

*your communications partner to
help drive positive social change.*



Meet Meredith Fennema

Simpler Site President & Lead Strategist

Professional background includes:

- Grand Rapids Community Foundation, PR & Marketing Specialist
- Council of Michigan Foundations, Content Specialist
- ArtPrize, Public Relations Manager

Volunteer experience includes:

- Board Member, GIFT
- Board Member, Baxter Neighborhood Association
- PR & Marketing Committee Member, Partners for a Racism-Free Community
- Diaconate Committee, Plymouth United Church of Christ
- Tutor, Sherman Street/Step of Faith

How I'm staying up on communications trends & best practices:

- Communications Network member (a community of foundation and nonprofit communications professionals who share ideas, evidence, and lessons about how smart communications improve lives)
- Google Analytics advanced certification
- Content strategist certification, Lynda.com

Commitment to Diversity, Equity & Inclusion

I believe that crucial to any good communications strategy is the ability to understand the hearts and minds of audiences I'm trying to communicate with. With this in mind, it is vital to develop an empathetic mind and listening ear.

It is a high priority to me to develop skills and perspectives that will help me contribute to a kinder, more equitable world for all. A few of my trainings and involvements specifically related to diversity, equity, and inclusion include:

- Truth, Racial Healing & Transformation Healing Circle participant (W.K. Kellogg Foundation)
- The Institute for Healing Racism participant (Grand Rapids Area Chamber of Commerce)
- Chair, Grand Rapids Community Foundation's Diversity, Equity & Inclusion Committee
- Partners for a Racism Free Community PR & Marketing Committee Member

Skills & Services

My goal is to help Kent County-based nonprofit communicate well. By providing web design and digital strategy services, I hope to help nonprofits drive positive social change. A few technical assistance and capacity-building service offerings include:

- Website design, development & upkeep
- Website content strategy development
- Social media audits, strategy & implementation
- Content marketing strategy & implementation
- Human-centered research & communications design
- Google Analytics setup, analysis & optimizations

Recent Website Design Projects Include:

- www.greendoc.co
- www.lockeyusa.com
- www.85west.co
- www.gr3christianscience.org

Interested? I'd love to talk more!

Contact Meredith:

- **Phone:** (616) 920-9063
- **Email:** meredith@simplersite.co
- **LinkedIn:** [linkedin.com/in/meredith-fennema-19b0411b](https://www.linkedin.com/in/meredith-fennema-19b0411b)
- **Website:** www.simplersite.co