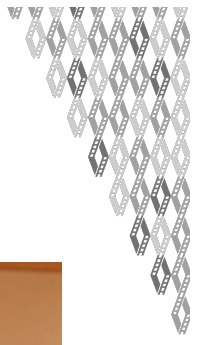




# SERVICECORPS®



## Fellow Profile

**Name:** Kevin Miranda  
**Hometown:** Great Neck, NY  
**Company:** Citi Treasury & Trade Solutions, NYC  
**School:** Boston College  
**Major:** International Studies, B.A.  
**Hobbies:** Acting, improvisation, travel, tennis and golf



### Why join ServiceCorps?

“I joined the first class of Fellows to understand how nonprofits play a role in tackling critical social issues as well as learn from and engage with a determined and open-minded cohort of Fellows.”

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## Social Sector Partner Placement

**Placement Organization:** ServiceCorps  
**Location:** New York, NY  
**About ServiceCorps:** ServiceCorps offers the first leadership capital development program, which places corporate-bound college graduates into full-time service positions for one year and ensures job and loan security.  
**Fellow's Title:** Associate



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## The Challenge

ServiceCorps in its first year needed a Fellow to be a utility player on the team and drive growth in each aspect of the operational model. The objective for Kevin's role was to:

1. Craft business strategy and outlook
2. Develop product
3. Create and implement technology systems
4. Lead marketing efforts
5. Build partnerships

## ServiceCorps. Leadership For Good.

### Address:

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### Social Media:

Twitter, LinkedIn, Instagram, YouTube:  
[@servicecorps](https://twitter.com/servicecorps)  
Facebook: [@servicecorps.org](https://www.facebook.com/servicecorps.org)



## 6. Increase fundraising capabilities & manage a budget

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### Outcome

Kevin played an essential role in ensuring operational sustainability of ServiceCorps in its inaugural Fellowship year and established a foundation for future programming years:

- **Strategy:**
  - Worked on executive leadership team as third full-time employee and organized internal company structure, created plans for regional expansion, and developed frameworks for scalability of ServiceCorps as approved by the CEO and Advisory Board
  - Interviewed, hired, and provided onboarding for two key, early team members and oversaw the expansion and transition of the organization from 3 to 5 employees
- **Product Development:**
  - Created and optimized leadership development curriculum, which included a retreat, biweekly seminars, and an international trek to Guatemala for 11 Fellows
    - Advanced sustainability of curriculum to be used for future cohorts
  - Led the recruitment of second fellowship class, increasing our class size by 50%
- **Technology**
  - Assisted CEO in implementing sustainable Asana project management tool and Salesforce IQ CRM, ultimately streamlining processes and workflow and enhancing team effectiveness
  - Launched a ServiceCorps mobile app to facilitate communication and build community amongst Fellows
- **Marketing:**
  - Increased brand awareness by improving SEO position on Google from unranked to #1
  - Increased traffic to our website by 10x by building out website copy and outreach collateral targeting corporate partners and prospective fellows
- **Corporate Outreach:**
  - Successfully closed Bloomberg LP as our third partner by managing account and pitching live to key decision makers
  - Assisted in managing pipeline of 30+ leads
- **Fundraising:**
  - Supported CEO in managing pipeline of and fundraising from 100+ donor leads to meet budget in Year 1
  - Assisted in building active 10+ member Advisory Board of Directors who weigh in on strategic outlook of ServiceCorps

Kevin touched on every major part of the operational model in his year and was able to complete required high priority tasks as well as add value to projects of his choice.

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### Testimonials: Hear from the Fellow & Social Sector Placement

*“During my service year, I was immersed in a startup environment at ServiceCorps where I was empowered to design the strategic outlook of the operational model, build a high-performing team, and establish organizational infrastructure. I loved the opportunity to be a part of ServiceCorps during its first year and help pave a sustainable path forward towards scalability of the Fellowship program.”*

- **Kevin Miranda, Fellow, Class of 2017**

*“Kevin has been a tremendous addition to our small but growing team as he has brought the passion, tenacity, and adaptability to thrive at our organization. His ability to take initiative and complete various*



*projects from A to Z has been significant, and we hope that future employees can make an impact as great as his.”*

- **Ben Glass, Chief of Staff, ServiceCorps**

*“Having a Fellow at ServiceCorps itself is a testament to the value young college graduates can provide to stretched-thin nonprofits. ServiceCorps is benefiting from its own model by being able to expand its team with Kevin for a year to tackle important scalability projects.”*

- **Matt Ronen, Founder & CEO, ServiceCorps**