



<https://bgcdorchester.org>



+1 617-288-7120



1135 Dorchester Ave
Dorchester, MA 02125



CHERRELLE NORRIS, CHIEF COMMUNICATIONS & MARKETING OFFICER



A strategic leader and Dorchester native with experience elevating the brand and works of mission-based organizations across a variety of sectors, Cherrelle enhances BGCD's marketing and communications efforts and amplifies the countless positive things happening at the Clubs daily.

KEY ACHIEVEMENTS

Strategic Communications: Cherrelle's 15-year career has included roles such as Director of Communications at Harvard University Health Services (HUHS) and Assistant Director of Communications at Action for Boston Community Development (ABCD). She has extensive experience preparing, implementing, and evaluating communications and marketing strategies, overseeing media outreach, and leading creative direction.

Digital Marketing: Cherrelle has developed and implemented robust marketing strategies that include social media management, blog writing, web development, company branding, and internal and external communications. In her previous roles, she developed marketing campaigns and branded content for several organizations. Additionally, she has refreshed and managed digital content to increase engagement across websites and social media platforms.

Relationship Building: Cherrelle increases awareness of BGCD's mission by disseminating critical communications that highlight the Club's impact on youth in Dorchester to key stakeholders and media.

Project Management: At HUHS, Cherrelle oversaw the revival of the health services comprehensive annual report and led the creation of a new website to increase patient engagement and information accessibility. As Communications & Marketing Manager at Boston University Medical Group (BUMG), she helped implement the inaugural "Clinical Excellence Awards", upgraded the departmental website, and developed content in alignment with the brand's voice.

Budget Management: Cherrelle managed grants with budgets exceeding \$5M for over 20 private investigators as Grants Administrator for Boston Medical Center's Department of Cardiology.

Board Membership: She serves on the Simmons University African American Alumnae/i Association executive board and is a member of the Public Relations Society of America Boston Chapter.

Academics: Cherrelle obtained her bachelor of arts in professional writing/communications and her masters of science in communications management from Simmons University.

There's always a story to tell
TO CONNECT PEOPLE.

ABOUT BOYS & GIRLS CLUBS OF DORCHESTER:

BGCD is dedicated to making a positive impact on youth and families in the Dorchester community. Its three clubhouses allow Dorchester's young people to learn, explore talents, play and make friends. Today, members have access to 200+ activities for just \$5 a year. Boys & Girls Clubs of Dorchester annually serves over 4,000 children between the ages of two months and 18 years. During the school year, the Club serves approximately 250 meals every weekday.