JULIEN SERRANO-O'NEIL, MNM, MPA, ACNP

Nonprofit Executive & Strategist

Advanced Certified Nonprofit Professional | Philanthropy & Engagement Strategist | Vice President / Chief of Staff

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Experienced and results-driven nonprofit and higher education leader with over a decade of expertise in program administration, fundraising, and strategic partnerships. Demonstrated success in securing over $1 million in grants, contracts, and philanthropic investments, delivering a $48 million economic impact through nonprofit leadership and generating an additional $30 million in economic impact through consulting. Recognized for advancing equity, education, and workforce development initiatives that empower at-risk communities and drive sustainable change. Proven ability to align mission with measurable outcomes through cross-sector collaboration, board engagement, and community-centered leadership.

Executive Impact

- Leadership & Administration
- Financial Oversight & Management
- Policy, Planning & Compliance
- Performance Improvement & Metrics
- Community & Strategic Partnerships
- C-Suite & Board Relationships
- Stakeholder Engagement
- Professional Development
- Team Development & Leadership
- Intersectionality & Social Movements
- Fundraising & Grant Management
- Nonprofit Management & Public Administration

"Julien is a transformational leader whose passion for service and strategic insight have elevated every facet of our organization. His ability to cultivate partnerships, inspire teams, and deliver measurable impact makes him not only an exceptional executive—but an invaluable force for community change."
— Sandra Fatmi-Hall, CEO & Executive Director, United Foundation of Central Florida, Inc.

PROFESSIONAL EXPERIENCE

UNITED FOUNDATION OF CENTRAL FLORIDA, INC. • Orlando, FL • 2017 – Present

A community-based nonprofit organization committed to empowering youth and families through education, mentorship, and wraparound support services across Central Florida.

Chief Relationship Officer/First Vice President & Chief of Staff (2025 – Present)
Interim Chief Executive Officer (2024 – 2025)

- Lead external engagement, philanthropic advancement, and strategic partnerships, overseeing 12 direct reports and aligning division goals with organizational strategy.
- Secured a $419,773 transformational gift from LYNX (Central Florida Regional Transportation Authority), diversifying revenue and expanding organizational reach.
- Expanded donor engagement and diversified funding streams through innovative corporate sponsorship and individual giving strategies.
- Helped raise and distribute over $550,000 in educational scholarships in collaboration with donors, foundations, and community partners.
- Led cross-sector partnership development and fundraising campaigns, strengthening community visibility and long-term donor relationships.

As Interim CEO, I provided executive leadership during organizational transition, maintaining full continuity of fundraising operations, board relationships, and fiscal oversight. Strengthened internal systems, donor stewardship infrastructure, and governance structures to ensure sustainable growth and mission alignment.

Second Vice President of Community Impact & Business Development & Chief of Staff (2020 - 2025)

As Senior Vice President of Community Impact & Business Development and Chief of Staff, led UFCF's largest organizational transformation and launched the Global Engagement & Empowerment Center to unify strategy, culture, and innovation. In this dual role, he directed key departments and initiatives to elevate community impact, enhance internal operations, and strengthen stakeholder engagement.

- Drove an 80% increase in operating budget and a 55% rise in donor contributions through comprehensive fundraising strategy and relationship development.
- Generated a total economic impact exceeding $35 million; supported 1,000+ students and families through education and workforce programming.
- Awarded over $350,000 in scholarships and partnered with community organizations to distribute more than 15 million pounds of food (12.5 million meals).
- Launched 50+ community partnerships and grew alumni engagement by 50% through targeted outreach and recognition strategies.
- Helped secure more than $1 million in grants, contracts, and competitive philanthropic investments.

Director, Alumni Association & Volunteer Recruitment (2016 - 2020)

As Director, I oversaw strategic engagement and fundraising efforts, successfully leading leadership development, donor cultivation, and volunteer mobilization initiatives. I worked cross-functionally with the Giving & Advancement team to expand the organization's reach and secure long-term community partnerships.

- Achieved 100% member and volunteer giving and Increased annual giving by 25%
- Boosted alumni engagement by 30% and grew volunteer base by 40%
- Expanded programs and partnerships and aligned efforts with CEO and Board goals



THE DREAMHAUS PROJECT, INC. • Dallas, Texas • 2024 - 2025

A nonprofit organization dedicated to empowering families—particularly survivors of trauma and violence—through holistic support services, educational enrichment, and community-driven initiatives.

Interim Chief Financial Officer (2024 – 2025)

As Interim CFO, I led financial strategy, reporting, and compliance while driving long-term fiscal sustainability. I provided strategic oversight, strengthened governance, and ensured transparency with stakeholders.

- Reduced operational expenses by 15% and reduced reporting time by 20%
- Lowered procurement costs by 10% and Improved forecasting accuracy by 25%
- Achieved 95% regulatory compliance and strengthened board governance and accountability

EARLIER CAREER

PINE HILLS COMMUNITY COUNCIL, INC. | Orlando, FL | Council Services Officer (Executive Director)
MOREHOUSE COLLEGE | Atlanta, GA | Visiting Instructor; Neighborhood Organization Coordinator; Civic Engagement Coordinator; Lead Tutor Counselor (TRiO)
GOLDEN KRUST CARIBBEAN BAKERY & GRILL | Orlando, FL | Marketing & Community Outreach Coordinator
THE BRASWELL GROUP, LLC | Orlando, FL | Community & Constituent Relations Intern

EDUCATION

MASTER OF NONPROFIT MANAGEMENT (MNM) • University of Central Florida • MAY 2026
MASTER OF PUBLIC ADMINISTRATION (MPA) • University of Central Florida • MAY 2026
GRADUATE CERTIFICATE IN NONPROFIT MANAGEMENT • University of Central Florida • DECEMBER 2023
BACHELOR OF ARTS IN POLITICAL SCIENCE • Morehouse College • MAY 2021

PROFESSIONAL ACCOMPLISHMENTS

Publications

Serrano-O'Neil, J., Swann, A. (Lead Authors), Johnson, K., Hart, R., Dews, T., Dumas, N., Gladney, G., Nicks, L., Watson, B., Brooks, A., Patrick, R., Townsend, R., Smith, K., Williams, C., Sewell, A., Manning, A., Phillips, M., Taylor, N., Baker, H., Beasley, J. (2021). Atlanta University Center (AUC) Votes Coalition Records. Atlanta University Center Robert W. Woodruff Library. https://radar.auctr.edu/islandora/object/auc.200%3A9999

Leadership

Advanced Certified Nonprofit Professional | The Nonprofit Leadership Alliance
Certified Nonprofit Professional | The Nonprofit Leadership Alliance
Leadership Orange: Class XI | Orange County Public Schools

Honors & Awards

40 Under 40, Orlando Business Journal; 40 Under 40, Alpha Phi Alpha Fraternity, Inc.; Presidential Service Award for Distinguished Service, Alpha Phi Alpha Fraternity, Inc.; Augustus M. Witherspoon Leadership Award, Alpha Phi Alpha Fraternity, Inc.; Rising Star Honoree, Orange County Democrats; Unsung Hero Nominee – Change Maker Impact Awards: Heart of Florida United Way; AfroLatinX Awards, Escuela de Bomba y Plena Tata Cepeda; Mr. Ashley B. Stewart Award for Excellence in Leadership and Service; Morehouse College Tutor Counselor of the Summer; Inaugural Pine Hills Student Pillar, Pine Hills Neighborhood Improvement District & Orange County Government; Community Educator, Celebrity Educator, Inc.

Board Experience & Memberships

Chair (5 Years); Director (5 Years) | The Dreamhaus Project, Inc
Member (4 Years); Director of Communications; Historian; Associate Editor to the Sphinx (2 Years) | Alpha Phi Alpha Fraternity, Inc.
President-Elect (2026); Vice President (2 Year); Director-At-Large (1 Year) | Pine Hills Community Council, Inc.
Education & Nonprofit Advisor (3 Years) | OAG Program Advisory Committee | Central Florida Urban League
Member (Appointment); Reapportionment Advisory Committee | Orange County Public Schools
Chair (2 Years); Community Leadership Council | Evans High School | Orange County Public Schools
Council Member (2 Years); Leadership Cabinet for Community Partnership School | Evans High School | Orange County Public Schools