

# Jane Doe

Address

Email and Phone

## Experienced Advancement Professional & Event Coordinator

- Detail-oriented event professional with 4 years higher education advancement experience
- A positive leader, dependable team member and relationship-builder
- Passionate to help institution's achieve strategic philanthropic goals

## Professional Experience

### Advancement Event Coordinator: Advancement Division

#### University of XYZ (December 2010 – current)

University of XYZ a public university located in southwestern Wisconsin with more than 47,000 living alumni. The Advancement Division hosts more than 150 events annually to sustain, renew and create alumni and friend relationships with the institution.

#### Event Management & Marketing Experience

- Coordinate 120 on- and off-campus events annually such as Homecoming and class reunions, and, large-scale events like example ABC.
- Plan, implement, and facilitate Foundation Board meetings and activities.
- Responsible for developing detailed event itineraries for partners in the Chancellor's Office, UW-XYZ Foundation and Alumni Association, and staff and national volunteers.
- Manage an attendee database and maintain an annual calendar of events including print and digital marketing and promotion, registrations and ticket fulfillment.
- Designed an integrated marketing plan for the Annual Giving Program, including social media marketing for both organizations.
- Maintain an annual budget and routinely assess programs for fiscal planning.
- Broadened ABC Program and leveraged over 40 volunteers.
- Identified strategies to target direct mail to increase engagement and reduce mail costs.

#### Fundraising Experience

- Routinely identify and solicit sponsorship opportunities from individuals and corporations.
- Successfully met strategic fundraising goals: doubled event attendance at the ABC Recognition Dinner, and, developed the first UW-XYZ Alumni Association fundraising events to raise more than \$16,000.
- Managed all events for the \$40 million capital campaign and chaired the ABC Appeal Committee to raise funds from current and retired employees.
- Led event-based stewardship and helped launch the ABC Society, the first campus donor recognition society for major gifts.

- Developed guidelines for campus building naming opportunities.
- Represent the Foundation at community events and in community organizations.

### **Store Manager, XYZ Boutique, December 2008- December 2010**

XYZ Boutique is a unique women's boutique specializing in customer service

- Managed a team of 10 staff members through training, evaluation, and mentoring.
- Provided extraordinary customer service through effective and professional communication.
- Consistently met sales goals and developed a new plan for sales opportunities.

### **Volunteer & Community Leadership**

**Vice President** of the ABC Organization (July 1, 2014 – current)

- Managed community guest speakers and assisted with after school events

**Director**, ABC Foundation (July 2013 – current)

- Managed the annual recognition breakfast for donors and scholarship recipients
- Advocated for new opportunities to increase the endowed scholarship program

**Board Member**, ABC Alliance (May 2014 – current)

- Advised and promoted leadership with the Class of 2014

**Committee Member**, ABC Committee (February 2013 –current)

- Restructured fundraising to successfully grow sponsorships from \$2,500 to \$23,000

### **Awards & Conference Honors**

- Conference presenter (December 2014) at the ABC Conference.
- Recipient of the Pride of ABC Award for UW-XYZ (2013). This award recognizes outstanding programs that meet advancement objectives produced with a limited budget.

### **Training & Credentials**

- Member of the ABC Conferences for Event Planning Professionals
- Safe Zone Training (February 2011) and VET NET Ally Program (March 2012)
- ABC Alliance Certificate (June 2013)

### **Technical Skills**

Familiarity with Microsoft Office, electronic calendars, webpage management, social media marketing (Facebook and LinkedIn). Extensive knowledge of Raisers Edge Data Base.

### **Education**

University Name Here: B.S.'08; Social Science Comprehensive, emphasis in History.