

# ROBERT SMITH

## Director of Development/Public Relations

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

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### SUMMARY

Demonstrated ability to implement brand standards and encourage policies and procedures that increase efficiency. Delivered exceptional sales results, which contributed to attaining weekly, quarterly, and yearly goals. Skilled in creation and execution of training directives to develop and retain effective personnel.

### CORE COMPETENCIES

Microsoft Office.

### PROFESSIONAL EXPERIENCE

#### Director of Development/Public Relations

**ABC Corporation - 2008 – 2013**

##### Key Deliverables:

- Responsible for developing and implementing annual fund program initiatives, revenue generating and non-revenue generating special events, and hiring, training, managing and evaluating key development staff.
- Strategically planned and managed the annual fund and special event budgets.
- Created structured and carefully strategized annual giving programs for the acquisition of non-donors and the renewal and retention of regular lapsed and long lapsed donors resulting in annual increases in alumni, parent, friend and faculty/staff contributions.
- Managed the annual fund phonathon resulting in a 67% increase in pledges and contributions through a carefully segmented program targeting alumni, parents and friends.
- Created and wrote all content for annual fund brochures, direct mail appeals, e-solicitations and phonathon scripts.
- Increased alumni participation in the annual fund from 2% to 10%.
- Increased matching gift revenue annually through tailored and comprehensive initiatives targeting alumni, parents and friends employed by matching gift companies.

#### Director Of Development

**ABC Corporation - 2007 – 2008**

##### Key Deliverables:

- for women and their children who are victims of domestic violence in Providence, RI Director of Development As member of a five-person management team, I was responsible as the agency's first Development Director to establish and manage a formal development program.
- Designed an Annual Campaign and increased gifts and grants in order to raise \$460,000 in year one.

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- Supervised the Development Assistant and managed volunteers on the Fundraising Committee and Corporate Sub-committee.
- As part of my responsibilities, I Established and surpassed \$300,000 goal in corporate, foundation and major donor campaigns.
- Secured 3-year HUD grant in the amount of \$200,000 Secured largest City of Providence Community Development Block grant to date of \$100,000 for building repairs and renovation.
- Helped to develop agency five-year strategic plan.
- Developed aggressive 3-year development plan to fulfill funding needs based on agency strategic priorities..

### EDUCATION

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Public Relations and Advertising - (Emerson College - Boston, MA)

