

# ROBERT SMITH

## Chief Development Officer II

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### SUMMARY

Experienced relationship builder, engaging communicator, and award-winning manager with over 15 years of successful leadership in non-profit and public sectors.

### SKILLS

Community Relations, Corporate Philanthropy, Marketing.

### WORK EXPERIENCE

#### Chief Development Officer II

ABC Corporation - 2013 – 2015

- Responsible for developing marketing strategies and cultivating and stewarding relationships that result.
- Redesigned the agency's funding model to decrease reliance on government grants and increase individual and corporate donations and alternative revenue.
- Developed a community engagement strategy to reach new and existing donors and partners in order to increase awareness.
- Represented the agency and its strategic priorities to county and city government, business executives, donors, the community and the media.
- Created a board member development plan that increased participation and resulted in a more engaged board.
- Board donations grew from members invested in both the annual fund and capital campaign.
- Crafted a new online strategy, which resulted in an increase in social media engagement.

#### Chief Development Officer

HSHS St. Joseph's Hospital - 2008 – 2013

- Provided for the needs of a growing faith-based community hospital by leading a board of directors, executive staff and employees in marketing and philanthropy strategies.
- Providing responsible fiscal management of both hospital and foundation budget and resources.
- Building relationships with various community stakeholders, media outlets, and elected officials.
- Supervision of comprehensive (traditional/digital) marketing plans, from design to production.
- Responsibility for crisis communications and implementation of incident command system.
- Utilizing my advanced skills in Adobe InDesign, Photoshop, and Blackbaud Raisers Edge.
- Ownership of community health events, including lab draws, which serve over 4,500 patients annually..

### SCHOLASTICS

- Leadership - (Harvard Kennedy School of Executive Education)