

Assistant Director of Development

ROBERT SMITH

Phone: (123) 456 78 99
Email: info@qwikresume.com
Website: www.qwikresume.com
LinkedIn:
linkedin.com/qwikresume
Address: 1737 Marshville Road,
Alabama.

Objective

Responsible for funding, marketing, PR, Social Media, as well as Website manager. Multi-faceted manager, facilitator of corporate compliance standards, sales associate, media representative, and developer. Over five years of medical administrative experience, eighteen years of managerial experience. Nationally recognized franchise small business owner.

Skills

Fundraising, Public Speaking, Advocacy, Business Development, Customer Service, Database Management, Excel, Grant Writing, Marketing, Event Planning, Event Marketing, Networking, Research, Relationship Management, Strategic Planning, Word.

Work Experience

Assistant Director of Development

ABC Corporation - 2008 - 2013

- 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 - 2003 - 2008

- Responsibilities Provided guidance, knowledge, and expertise to company director in the corporate formation and non-profit certification of this business.
- Was responsible for marketing, external communications, and collateral design.
- Principle Duties Prepared and designed a variety of brochures, marketing materials, and program booklets for documentation for a wide range of uses.
- Reviewed and negotiated contracts in order to achieve best value, pricing, and overall experience.
- Led non-profit certification process.
- Continually pushed to achieve public awareness with exposure to the maximum amount of people.

- Assisted in coordinating annual event for the company to include product sales and vendor recruitment..

Education

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