

# Robert Smith

## Chief Development Officer/Executive

### PERSONAL STATEMENT

Management Executive With a Proven Track Record of Increasing Revenues and Client Bases; and Improving Internal Operations within Start-Up, Turnaround, and High-Growth Environments.

### WORK EXPERIENCE

#### Chief Development Officer/Executive

**ABC Corporation - 2011 - 2014**

##### Responsibilities:

- Established development office to oversee processes, protocols, and policies for fundraising, donations and planned to give.
- Tracked and secured in major gifts, provided stewardship and operationalized a new donor database for better trending and constituent relationship management.
- Facilitated strategic planning and direction to increase giving year over year and ensured programs demonstrated fundable metrics.
- Conducted consumer satisfaction survey and market research to determine trends to support opportunities for programs, operations and new lines of business.
- Increased organizations media profile and increased added values through public relations and strategic media partnerships.
- Increased social media values through creative community-based campaigns supporting missions and programs.
- Managed media buying, public relations, website, social media, and marketing staff, and vendors.

#### Chief Development Officer

**SOMERSET COUNTY YMCA - 2007 - 2011**

##### Responsibilities:

- Develop and drive strategies to educate the community of the need for financial support to impact the Somerset County YMCA community.
- Supervise the Senior Campaign Director, Director of Volunteer Engagement, Development Associate for Special Events and Development Assistant.
- Secure major, annual gifts and planned gifts.
- Report to the President and CEO.
- Create and direct plan for annual campaign to raise funds for five branches of the Somerset County YMCA Increased giving from 79% in 2014 from 2013; 45% from 2014 to 2015; and currently increased giving 20% this year over last year.
- Train volunteers for annual campaign solicitations and donor identification Serve on the Senior Leadership Team Create and implement moves management plan for major donors Implement planned giving program Serve as staff liaison for the Board Governance.
- This is Dummy Description data, Replace with job description relevant to your current role.

### CONTACT DETAILS

1737 Marshville Road,  
Alabama  
(123)-456-7899  
info@qwikresume.com  
[www.qwikresume.com](http://www.qwikresume.com)

### SKILLS

Microsoft Office,  
Technical Skills.

### LANGUAGES

English (Native)  
French (Professional)  
Spanish (Professional)

### INTERESTS

Climbing  
Snowboarding  
Cooking  
Reading

### REFERENCES

Reference - 1 (Company Name)  
Reference - 2 (Company Name)

## Education

MBA - (The George Washington University - Washington, DC)