

# ROBERT SMITH

## Director of Development & Production

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An administrative leadership position that maximizes my professional expertise in administration and management, finance, fundraising, marketing and alumni relations, as well as communications, event planning and social media.

### 2002 - 2004

#### **DIRECTOR OF DEVELOPMENT & PRODUCTION - ABC CORPORATION**

- Assisted Chief Development Officer in coordinating overall Foundation budget of \$12 million.
- Developed and implemented a strategic vision, goals and objectives for a comprehensive annual giving program for over 30,000 individuals.
- Developed and maintained an effective communications plan to ensure that donors, prospects and volunteers are regularly apprised of campaign efforts.
- Directed Circle of Care Leadership Giving Level program for donors giving \$10,000 or more.
- Responsible for portfolio of 120 current donors and prospects.
- Coordinated personal visits, made presentations and cultivated new prospects.
- Responsible for coordination of annual National Circle of Care Leadership Conference and Gala as well as local recognition and stewardship dinners for donors.

### 2000 - 2002

#### **DIRECTOR OF DEVELOPMENT - FHHH**

- Executed development outreach strategies for an international aid organization supporting increased healthcare for Haitian residents, including hurricane relief following the aftermath of the devastating 2010 storm.
- Led charitable giving campaigns that generated over \$500K in donations and grants.
- Worked closely with the board, advisory board, executive director, and major contributors to revise the organizational mission, goals, programs, and development proposals.
- Delivered key programs through business development strategies, mission-based partnerships, and redevelopment of the executive board.
- Advocated for increased funding resources by revamping all marketing collateral.
- Redesigned FHHH website and marketing components to ensure brand and message consistency.
- MANDISA TURNER |.

## **EDUCATION**

Bachelor of Science in Journalism - (West Virginia University - Morgantown, WV)

## **SKILLS**

Customer Service, Contract Negotiation.