

## Fundraising Manager: Individuals and Events

**NIFER  
KILAKILA**

**LOCATION**  
Oakland, CA

### QUALIFICATIONS

- Coordinated all aspects of direct mail campaigns
- Writing, designing, and distributing annual reports, press releases, and publications
- Event planning and volunteer coordination
- Developing and implementing social media/brand/PR strategies, including website management
- Excellent communication skills and ability to handle situations with tact and diplomacy
- A strong work ethic, with a desire to go above and beyond standard expectations

### SKILLS

- Relational databases and CRM software (Salesforce Lightning, DonorPerfect, eTapestry) • Microsoft Office Suite • Key social media outlets (Facebook, Twitter, Instagram, YouTube) • Social media and marketing online software (Mailchimp, HootSuite, ThunderClap) • Online file-sharing programs/software (Google Drive, Dropbox) • Adobe Creative Suite (Photoshop, Illustrator) • HTML & browser-based Web content management system (WordPress) • Digital workflow tools (Asana, SmartSheets, Google Drive)

### EXPERIENCE

#### **Development Manager, Oakland Leaf** — Oakland — June 2016–December 2019

- Helped set the annual individual funding goals, and created and executed a strategy to achieve goals
- Composed, edited, and distributed: proposals, correspondence, reports, and other documents
- Coordinated all aspects of planning and managing appeals and fundraiser events
- Managed and tracked high donor portfolios and provided support with cultivation and stewardship
- Tracked, maintained, and ensured accuracy of Salesforce database for foundation, corporate, and donor contacts, grant and donation records, funder and donor campaign lists, and reports

#### **Founder/Owner, GoalVaulting.com**, Fundraising Consulting — 2013–2016

Summary: Provide high-impact strategic consultations and project management to help clients meet and exceed their funding goals.

- Identified market trends, potential threats, and maximize all existing & new opportunities for campaigns
- Developed and implemented all social media/brand/PR/communications strategies
- Created internal systems to analyze and track campaign goals
- Identified and managed relationships with relevant third party resources— campaign video, brand development, fabrication/production, as well as offer post-campaign resources
- Coordinated campaign-related events for clients

#### **Owner/Operator, NifNaks.com**, Retail Arts Management — 2005–2012

- Responsible for all aspects of operating and managing the business
- Created business plan and implemented initiatives for maximizing sales
- Managed all production, finances, and customer relations
- Responsible for all marketing, including the online presence and website management

#### **Development Associate of Major Gifts, KQED** — San Francisco — 2002–05

- Composed, edited, and distributed: proposals, correspondence, reports, and other documents
- Coordinated all aspects of direct mail campaigns.
- Managed and tracked high donor portfolios and provided support with cultivation and stewardship
- Maintained and updated donor files and database records
- Assisted with implementation of events: planning, set-up, event check-in, volunteer coordination, etc.

### EDUCATION

**B.A. in Arts Administration**, San Francisco State University