

ELAULAS CRISTIANO
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PROFESSIONAL SUMMARY

Development Director with 5+ years of extensive experience in Non-Profit Management, Marketing and Fund Development. Accomplished measurable results while leading teams of 10 - 20 in a dynamic, fast - paced environment. Possess a comprehensive background in Market Research, Community Relations, and Fundraising. Adept at recruiting, leading, developing and retaining diverse global teams to create innovative marketing strategies and operational plans that drive demand to attain market share, and revenue and profit objectives. Recipient of multiple awards for outstanding performance and professionalism. Career supported by a Master of Business Administration and hands on experience.

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| • Strategic Planning | • Fundraising | • Sales & Marketing |
| • Leadership | • Training and Development | • Communication |
| • Data Analysis | • Policy Implementation | • Project Management |

PROFESSIONAL EXPERIENCE

Boy Scouts of America – Hurst, TX <i>Marketing and Development Director</i>	2015 – Present
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Managed executive professionals to enhance program and achieve objectives. Increased overall product sales by 7%.

- Developed a web presence leading to a 14% increase in gross sales; conducted digital/paper marketing campaigns that were distributed to an excess of 10,000 consumers
- Conducted in-depth data analysis to monitor ROI in marketing campaigns; developed departmental budgets
- Managed donor initiatives campaigns
- Successfully managed large and small fundraising events, recruiting and retaining donors to exceed the proposed annual budget.
- Provide corporate and volunteering training to increase production and centralize the companies messages

Boy Scouts of America – Hurst, TX <i>District Executive (Development)</i>	2012 – 2015
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Established relationships with local industry leaders. Managed operations resulting in a 36% increase in program attendance.

- Recruited and guided a regional board leading to a growth in revenue and membership
- Effectively rebranded my assigned regional area resulting in an increased consumer involvement
- Oversaw the long-term strategic and day-to-day tactical activities of three distinct product categories; all categories experienced positive growth within two years

Department of Defense – Saratoga Springs, NY <i>Department Chair</i>	2007 – 2009
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Lead team of technicians to an exemplary score in the company's annual audits.

- Created a company wide database that is still in use to this day
- Implemented operating procedures reducing worker disqualification by 47%

EDUCATION

Master of Business Administration | Ohio University | Athens, OH
Bachelor of Art and Science | Dallas Baptist University | Dallas, TX

NOTABLE AWARDS

Navy and Marine Corps Achievement Medal
National Defense Service Medal

TECHNICAL SKILLS

Software: Microsoft Office, SharePoint
Operating Systems: Mac / Microsoft Windows