

# Naomi Mardon

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## Personal statement

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Having worked in fundraising for the past twelve years I am now looking for a change in career and believe that my skills and personality would be well suited to web development. I am a highly organised individual with good problem-solving skills and the ability to manage a wide variety of projects at one time. I have been leading an individual giving team of five for the past three years to establish a programme that has delivered growth in income and number of supporters, turning around a previous period of decline.

## Key Skills

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- Strong project management skills, high attention to detail and ability to build good working relationships with colleagues and external suppliers.
- Highly analytical and make decisions based on robust data.
- Enjoys finding effective solutions to problems and improving processes to make them as efficient as possible.
- Experience managing six figure budgets and reforecasting.
- Excellent communication skills, both written and verbal.
- Competent user of donor databases, mainly Raiser's Edge NXT.
- Experience of content management systems, including Craft, WordPress, and Shopify, and marketing platforms such as Mailchimp, Dot Digital and Facebook.
- Proficiency in Microsoft Office 365, including Teams, SharePoint, Excel, Word and PowerPoint.

## Employment History

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### Head of Public Giving & Engagement, Orbis UK

*(Interim: September 2019 – June 2020; Permanent: July 2020 - Present)*

- Led a team of five to deliver an Individual Giving programme, using mail, inserts, email, websites, social media, telemarketing and face to face channels. Between 2019 and 2021 income grew 17%.
- Responsible for building annual plans and budgets for the Individual Giving team, and inputting into overall Fundraising & Communications strategy.
- Worked with relevant stakeholders to introduce new analysis tools, develop reporting capability and improve processes.
- Worked with the Digital Fundraising Manager to develop a new donation platform, ensuring an effective user experience that maximises conversion.
- Worked as part of cross-departmental team on new product development and testing.
- Developed a new legacy marketing programme to recruit 25 new legacy pledgers a year.

### Supporter Engagement Manager, Orbis UK

*(August 2018 – August 2019)*

- Delivered six multi-channel appeals a year from concept through to delivery - including planning, researching, copy writing, segmentation, and liaising with relevant colleagues, design agencies, print and mail suppliers.

- Used data to analyse the appeal programme and refine activity, including segmentation and supporter journeys.
- Line managed the Supporter Care Officer January 2018 onwards – working alongside them to maintain supporter relations, ensure timely input of donations to the database, sending of thank you letters/ emails and response to enquiries, develop effective donor journeys, refine processes and ensure compliance with the Fundraising Regulator and GDPR.

### **Individual Giving and Events Fundraiser, Mothers' Union**

*(February 2014 – August 2018)*

- Established a direct marketing programme almost from scratch, meeting targets and increasing income by around 60% in four years.
- Worked with agencies to use audience insight to develop new campaigns, including new appeals, an afternoon tea fundraiser and raffle.
- Line managed the Donor Care Officer from January 2017 onwards.

### **Member and Supporter Care Administrator, Mothers' Union**

*(September 2011 – February 2014)*

### **Supporter Development Intern, TLG The Education Charity**

*(September 2010 – July 2011)*

### **Conference and Banqueting Associate, Bristol Marriott City Centre**

*(July 2009 – August 2010; August 2011 – September 2011)*

## **Education**

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### **University of Durham**

*(2006 – 2009)*

- Bachelor's Degree, Sociology, 2:1

### **Nailsea School**

*(1998 – 2005)*

- A Levels
  - Sociology – A
  - Maths – A
  - Psychology – B
- AS Level
  - English Literature – B
- GCSEs
  - 11 GCSEs A\*-C, including Maths and English.

## **References**

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- Available on request