

Naomi Mardon

Personal statement

Having worked in fundraising for the past twelve years, I am now looking for a change in career and am due to complete a 16-week bootcamp in front-end web development at the end of March. I believe that my skills and personality would be well suited to a career in this sector as I am a highly organised individual with good problem-solving skills and the ability to manage a wide variety of projects at one time.

Key Skills

- 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.

Trilogy Education Services

(December 2022 – March 2023)

- Skills Bootcamp in Front-End Web Development. 99% pass rate, developing skills in:
 - o HTML
 - o CSS
 - o JavaScript
 - o Node.js
 - o React
 - o GitHub workflows
 - o Netlify deployment
 - o Object oriented programming
 - o Test driven development
 - o Agile project management

Employment History

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

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

- Available on request