

# Naomi Mardon

## Personal statement

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Having worked in fundraising for the past twelve years, I am now interested in exploring a change in career. I completed a 16-week bootcamp in front-end web development at the end of March and believe that my skills and personality would be well suited to a career in this sector. 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

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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.

## Trilogy Education Services Re-engage

*(December 2022 – March 2023)*

- 16-week Skills Bootcamp in Front-End Web Development. During this rigorous and fast-paced course, I have learnt the practical and technical skills needed to build robust front-end web applications.
- Skills:
  - HTML
  - CSS
  - JavaScript
  - Node.js
  - React
  - Github workflows
  - Netlify deployment
  - Object oriented programming
  - Test driven development
  - Agile project management
- Projects:
  - Team Profile Generator
    - [Deployed application](#)
    - [Github repository](#)
  - Stablecoin Index
    - [Deployed application](#)
    - [Github repository](#)
  - Weather Dashboard
    - [Deployed application](#)
    - [Github repository](#)
  - Workday Scheduler
    - [Deployed application](#)
    - [Github repository](#)
  - Coding Quiz
    - [Deployed application](#)
    - [Github repository](#)
  - Password Generator
    - [Deployed application](#)
    - [Github repository](#)
- 99% pass rate

## Employment History

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### **Individual Giving Manager, Re-engage**

*(April 2023 - present)*

- Responsible for establishing an individual giving programme from scratch, testing a range of fundraising products, audiences and channels.
- Working with colleagues across the organisation to ensure communications are aligned, implement new processes for data analysis and donor stewardship, and raise the profile of individual giving as an important income stream.
- Monitoring and evaluating performance of fundraising tests to build a case for further investment over the next few years and develop a long term strategy.
- Reviewing and updating individual giving processes to ensure the charity is equipped to process and thank a larger number of donations, claim Gift Aid, and remain compliant with fundraising and data protection guidelines.

### **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)*

### **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)

- Nailsea School (1998-2005):
  - A Levels: Sociology – A, Maths – A, Psychology – B, AS English Literature – B
  - GCSEs: 11 GCSEs A\*-C, including Maths and English.

## References

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- Available on request