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administrative professional with significant experience in

DATABASE MANAGEMENT \ SOCIAL MEDIA MARKETING

EDUCATION

Social Media Marketing Certificate
██████████ State University
2016

Bachelor of Arts (BA) in Psychology
University of ██████████
2014

SKILLS

Producing and translating actionable donor reports to support and advance multimillion-dollar fundraising initiatives and priorities.



Generating and leveraging increased brand awareness and audience engagement both offline and across multiple social media channels to surface new philanthropic and neighborhood partners.



Planning wide range of events —from president-donor meetings to large-scale fundraising efforts— to impress and maximize impact.

TOOLS

Advanced Excel, Word, PowerPoint
Activate Campaign • Authorize.net
G Suite • Hootsuite • Adobe Lightroom
Canva Premium • Raiser's Edge
Greater Giving • WordPress
iMovie • GarageBand
Canon Rebel t3i DSLR Camera

CONTACT



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EXPERIENCE

DONOR DATABASE MANAGER, ALUMNI ENGAGEMENT & DEVELOPMENT
██████████ College
private, non-profit, four-year
10/2018 to Present

- Lead administrator of the alumni and donor database, a position that demands excellent communication abilities; strong time management, multi-tasking, and organizational skills; an unflappable attention-to-detail; and a commitment to accuracy and reliability.
- On-campus subject matter expert re: database management; train and educate colleagues (up to the Leadership Team) on data policies, procedures and best practices.
- Build queries and reports to support solicitation, mailings and events; reconcile donations with the finance office.
- Oversee data migration process for all current students, alumni, and parents.
- Manage, train and evaluate one student-worker majoring in MIS.

DATABASE & SOCIAL MEDIA MANAGER

██████████ Academy (DMA)
private, Catholic, tuition free, grades 4-8
08/2016 to 09/2018

- Work closely with the President and the Directors of Annual Giving and Finance to develop the annual fundraising plan.
- Maintain Raiser's Edge database to ensure accurate, updated, and relevant information for all alumni and donors.
- Process all records and donations; generate monthly reports to inform and advance Development's strategy and efforts.
- Annual Scholarship Benefit — Served as primary point of contact for event logistics, operations & financial reporting for this ~750-person, \$1M+ fundraiser, featuring San Francisco luminaries including Mayor Brown, Sylvia Chase, Diane Dwyer, and Del Seymour.
- Concurrently manage, curate and create original content for all DMA social media platforms; executive lead for both strategy and tactics.

PROGRAM ASSISTANT

██████████ State University Guardian Scholars Program (GSP)
non-profit supporting college-bound foster youth
04/2015 to 08/2016

- Owned all administrative duties; supported ~100 students, three social workers, two co-founders, and the director.
- Managed admission process; reviewed ~100 student applications.
- Oversaw all donor stewardship efforts; coordinated donor visits, selected custom gifts, deployed holiday/birthday cards.
- Performed executive assistant duties including calendar management, expense reports, budget reconciliation, and special projects.
- Helped plan 400-person annual gala, hosted at the Sir Francis Drake.
- Developed social media strategy for Instagram, Facebook.