

# Judy Jobseeker

123 Main Street | Birmingham, AL 35242 | (205) 123-4567 | judyjobseeker@gmail.com | www.linkedin.com/in/jobseeker

## EVENT LEADERSHIP | FUNDRAISING | COMMUNITY ENGAGEMENT

Mission-focused **Fundraising Professional** with seven years' experience championing fund development and sponsor recruitment strategies to drive year-over-year donation increases and community support within state and national markets. Reputation for cultivating stakeholder and staff relationships to achieve organizational revenue goals and continued event expansion. Personal commitment to improving donor relations, building strong teams, and positively impacting others' lives.

**Key Skills:** Fundraising | Leadership | Event Planning | Sponsorship | Relationship Cultivation | Volunteer Recruitment | Brand Awareness | Community Engagement | Process Streamlining | Public Relations | Data Management | Budgeting

**Software Knowledge:** Siebel, Convio, Raiser's Edge, Lawson, InDesign, Photoshop, and Microsoft Office, including Word, Excel, PowerPoint, Access, and Outlook.

## PROFESSIONAL EXPERIENCE

**National Fundraising Group | Birmingham, AL**

**September 2013–Present**

### YOUTH DEVELOPMENT/PARTNERSHIP DIRECTOR

Recruited to direct nationwide youth event leaders in boosting student involvement and developing new revenue sources for fundraising programs. Supervise ten event managers and one volunteer coordinator.

- Increased income 58%, committee membership 14%, volunteer team numbers 33%, and sponsorship 42% by revamping three existing youth revenue streams with University of Alabama at Birmingham, Oak Mountain Youth Center, and Birmingham-Southern College.
- Surpassed \$35K income goal 16% for collegiate event 17 days short of deadline, after creating gift solicitation training and hosting monthly fundraising calls to track progress.
- Reversed \$10K forecasted event expense by introducing budget constraints, reducing waste, minimizing staff work hours, and controlling vendor setup fees.
- Grew social media following 27% through video blogs, call-to-action posts, and "Most Team Spirit" photos.

**Local Fundraising Group | Murfreesboro, TN**

**August 2011–September 2013**

### FUNDRAISING SUPERVISOR

Directed team of six high-performing event specialists in Tennessee territory. Led market initiatives in planning and executing volunteer training conference for 200 attendees, including logistics, staffing, and media.

- Generated \$1.5M, improved sponsorship 74%, and expanded volunteer numbers 79% for 25 events by partnering with division-wide leadership to develop strategic fundraising plans.
- Awarded \$3M grant from local funders in six months to support development of community youth center.
- Earned \$199K in new revenue, after four of 11 events experienced year-over-year increases.

**Guster Event Planning Group | Nashville, TN**

**November 2010–August 2011**

### EVENT SPECIALIST

Spearheaded six fundraising events, including recruiting volunteers, engaging donors, and educating community partners on company mission.

- Garnered \$712K in fundraising income, while managing 234 volunteer teams.
- Solidified five key volunteer commitments by strategically reestablishing declining relationship with event chair.
- Scored seven points above national average of 72 on volunteer satisfaction survey and received year-over-year rating increases for all events.

## INTERNSHIPS

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**Helen Keller Center and Foundation | Knoxville, TN**

**August 2010–November 2010**

### **PUBLIC RELATIONS INTERN**

Assisted in coordinating “Community Volunteer Awareness Fair” for area social services agencies and nonprofits. Pitched press releases to Knoxville news outlets, designed promotional materials, and created website content.

- Secured \$11K in in-kind merchandise for “12 Days of Christmas” online auction and organized public events and special guest appearances.
- Reduced marketing expenditures 20% and meticulously proofed content for foundation annual report to maintain credibility with donors.

**Knoxville Zoo | Knoxville, TN**

**January 2010–August 2010**

### **PUBLIC RELATIONS AND DEVELOPMENT INTERN**

Coordinated entertainment, organized donations, and secured auction items for special events.

- Solicited ten sponsorship packages, while supporting volunteer committee of 25 during “17th Anniversary ZooBoo Gala and Auction.”
- Doubled membership in three months and improved brand awareness, through delivering consistent email marketing campaigns and sponsorship materials.

**Step Above Marketing Strategies | Knoxville, TN**

**June 2009–December 2009**

### **SPECIAL EVENTS INTERN**

Supported owner in organizing events for political campaigns and clients at local and national levels. Drafted opinion editorials, conducted research for projects, and assisted with basic office duties.

- Recruited 75 new attendees for virtual press conference by contacting media outlets and voters about upcoming energy legislation.
- Selected as one of 30 students to coordinate multicultural event in California, while participating in college job shadowing program.

**United Community Group | Benton, TN**

**January 2009–June 2009**

### **SPECIAL EVENTS INTERN**

Assisted director with daily tasks, including attending board meetings and donor recruitment forums.

- Raised \$15K by planning and executing first-ever “United Together” celebrity dinner.
- Collaborated with county board of directors and chamber of commerce to organize “Stuff the Bus” school supplies event for children.

## EDUCATION

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The University of Tennessee at Knoxville | Knoxville, TN

- **Bachelor of Science in Communications**, 2010
  - Minor in Psychology

## COMMUNITY INVOLVEMENT

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Alabama Community Network | **STEERING COMMITTEE MEMBER** | Birmingham, AL

September 2013–Present

21<sup>st</sup> Century Nonprofit Center | **ADVISORY COUNCIL CHAIR** | Knoxville, TN

January 2009–September 2013