### Name

 <http://ca.linkedin.com/in/Your> URL • name@gmail.com • (416) 999.9999

# PROFESSIONAL SUMMARY

Accomplished non-profit leader with expertise in the development and delivery of strategies that increase revenue, stakeholder engagement and mission impact. Creative and entrepreneurial spirit noted for successfully building new business opportunities from the ground up. Skilled at navigating from strategic vision to implementation with ease. Able to translate best practices from the corporate sector and one of Canada’s largest charities to organizations with more limited resources. Passionate about inspiring others to make the world a better place.

# AREAS OF EXPERTISE

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| --- | --- |
| * Fundraising
 | * Strategic Planning
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| * Marketing, Branding and Communications
 | * Financial Management
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| * Digital Engagement and social media
 | * Operations
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| * Volunteer Development
 | * Governance
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# CAREER EXPERIENCE

#### COMPANY NAME 20XX –20XX

## VP – Marketing and Community Engagement

With a mandate to engage key audiences to maximize revenue and mission impact, accountabilities included brand strategy, traditional/digital marketing and communications, volunteer development, direct response and event fundraising, and data systems. Managed four direct reports. Provided executive support to the Board Nominating Committee, Strategic Planning Committee, and Marketing Task Force.

* Established social media strategy that deepened engagement with primary target audience, attracted new event registrants and donors, and outpaced industry benchmarks
* Launched digital advertising to drive website traffic and secured Google ad grant of $480K/year
* Grew donations and reduced the stigma and isolation associated with the disease by launching the organization’s first large-scale awareness campaign. Generated nearly 50M impressions across all platforms. In year 2 of campaign, achieved 2X awareness goal and 14% growth in online donations while budget was reduced by half
* Increased the number of patients and caregivers served by web-based programs by 48%
* Expanded patient scholarship program while reducing program costs by $100K
* Championed in-depth review and revitalization plan for the organization’s largest fundraising program resulting in double-digit revenue growth
* Grew community-based revenue by re-engaging and mobilizing the grassroots volunteer base
* Initiated changes to data management processes resulting in better data integrity, lower costs, and more streamlined administration
* Won digital agency competition for pro bono web project to support $100M fundraising campaign

#### COMPANY NAME 20XX –20XX

## Executive Director (

Recruited to establish the Canadian affiliate of an international aid agency and raise funds to provide shelter-related aid to families affected by disasters. Diverse fundraising portfolio: major gifts, foundations, direct marketing and grassroots. Entrepreneurial role with lean operating budget, supported by one staff member.

* Exceeded launch year revenue target by over 30% and raised $2 million+ within two years
* Increased revenue and awareness across the country by recruiting, training and supporting a network of more than 100 volunteer Ambassadors
* Established the national office and secured charitable registration status, meeting strict legal requirements for Canadian charities operating overseas
* Created policies, systems and processes for office administration, board governance and approval of international aid distribution through UK-based international headquarters
* Secured media coverage on major national news networks (CBC, CTV) and international TV celebrity “Survivorman” as charity spokesperson
* Spearheaded events including national volunteer conference and cross-country speaking tour
* Increased donor retention and acquisition and created new partnerships by representing the organization through speaking engagements and media interviews

#### COMPANY NAME 20XX – 20XX

## Director of Marketing, Community Fundraising

Owned strategy of a $30M community-based fundraising portfolio, development and launch of new revenue streams, cross-department strategic planning, and management of a $7M marketing budget including branding, advertising, public relations, digital, print, and direct response. Led a team of 12 staff members.

* Led innovation process from concept to launch for new fundraising programs, including the most successful event launch in the organization’s history (>$1 million in first year)
* Identified the key issue driving six-year decline of a program within four weeks of assuming responsibility and implemented strategies to reverse the decline
* Increased revenue for a mature program by 38% over a 3-year period through the launch of new program incentives and an innovative loyalty program
* Led organizational structure changes and established staff teams to support new priorities
* Introduced new analysis, reporting and metrics to enable decision-making on resource allocation. Resulted in cancellation of low-margin event and reinvestment in higher-margin programs
* Developed customized proposal for a new patient care initiative resulting in a $1 million corporate gift
* Led feasibility study and developed branding and case for support for a $30 million major gift campaign
* Facilitated strategy/innovation sessions with staff, senior management, and Board Committees that identified new fundraising opportunities
* Conducted market research and feasibility studies to reduce risk and maximize ROI on investments
* Delivered training programs and workshops for regional managers and 150+ regional staff, ensuring strong alignment between national priorities and field delivery

## Roles prior to 20XX

Early career experience was grounded in packaged goods marketing with leading multi-national corporations. Progressed to managerial roles including brand management, customer marketing and new product development. Exceeded revenue and profit targets for a diverse portfolio of brands and launched more than ten new products that increased market share and profitability.

# EDUCATION & PROFESSIONAL DEVELOPMENT

* Bachelor of Commerce, University Name
* Conferences: International Fundraising Congress (Netherlands), Canadian Marketing Association NFP Roundtable, Artez Interaction Digital Philanthropy Conference, Digital Literacy for Non-Profit Leaders
* Organization Name International Field Operations and Disaster Response Training

# INTERESTS & COMMUNITY SERVICE

* Board Director and Fundraising and Marketing Committee Member – Organization Name
* Wilderness camping, canoeing, hiking, running, photography, gardening, gourmet cooking