
WORK EXPERIENCE

UNIVERSITY OF MINNESOTA FOUNDATION**MINNEAPOLIS, MN***Senior Accounts Manager, Direct Marketing Fundraising Programs**April 2022- Present*

Responsible for leading direct marketing fundraising campaigns for 13 colleges and programs, highlighting scholarships, medicine and health, arts and museums, sustainable practices, community outreach, and technological developments.

- Manage an external portfolio of over 32,000 donors and \$29 million annually
- Increase donors by 4.8% and revenue by 1.9% for managed units for FY23
 - Increase of 9.8% in acquisition of new donors, contributing to a 6% growth in revenue
 - Increase of 12.6% in retention of current donors, contributing to a 12.4% growth in revenue
- Advise senior collegiate and program leaders on strategy and analysis of direct marketing practices, including direct mail, email, web, telemarketing, crowdfunding, and social media
 - Create strong, trusting college and program relationships through seamless communication and constant connection
 - Identify and deliver insightful data reports and interpretations best suited to answer key business questions
 - Manage cross-functional internal teams to develop and implement comprehensive, omni-channel initiatives
 - Coordinate and assist with market segmentation for omni-channel campaigns
 - Create and tailor content for a range of segmented audiences with appropriate voice and tone
- Manage and execute a content marketing campaign for university branding on UMF email communications for 39 units
- Launch a university-wide, digital-lead acquisition program targeted towards a third of our nondonor, alumni population
 - Increase number of new donors by 12.5% within the first six months of launching the program

UNIVERSITY OF MINNESOTA ATHLETICS**MINNEAPOLIS, MN***Associate Director of Marketing**August 2021- April 2022**Assistant Director of Marketing**September 2016- July 2021*

Oversee all marketing, branding, and fan engagement for Men's Basketball, Wrestling, Women's Gymnastics, Soccer, and other units as assigned

- Create and execute strategic marketing plans to drive revenue and brand recognition
 - Develop strategic advertising campaigns focusing on increasing our digital media strategies via Google, web, email, and multiple social media channels as well as traditional mediums such as in-venue engagement, static billboards, TV, radio, and print
 - Increase Men's Basketball average attendance by 14.9% and revenue by 10.1%, totaling over \$5.5 million in revenue
 - Increase Men's Wrestling average attendance by 18.6% and revenue by 18.8% for a program that ranks in the top 10 in the country
 - Increase Women's Gymnastics average attendance by 34.5% and revenue by 10.1% with a record-breaking crowd for Regional Championships
 - Increase Soccer average attendance by 10.9% and season ticket sales by 76.4%
- Collaborate internally to create integrated marketing plans to increase sales and revenue, fan experience, loyalty, and brand equity
 - Interface between sales, third party rights holders, creative staff, and communications to maximize revenue and branding opportunities for assigned sports and special events
 - Hire, train, and manage full time coordinator and 30 undergraduate students
 - Manage a budget of over \$310,000 and overall budget of \$1.1 million in collaboration with senior staff
- Connect with external groups to embrace the brand story
 - Source and manage relationships with outside production vendors to develop and create digital content
 - Create and manage communications with and for the Fan Advisory Board to increase fan experiences, interactions, and engagement
 - Manage and execute special events in the Twin Cities metro area
 - U of M representative on the Marketing Committee and Game Presentation for the 2019 Final Four
 - Managed and executed special events such as Super Saturday at Madison Square Garden, The US Bank Stadium Classic, and B1G/NCAA events

WORK EXPERIENCE CONTINUED

WAKE FOREST ATHLETICS**WINSTON-SALEM, NC***Assistant Director of Marketing**September 2014- August 2016*

Oversee all marketing efforts for Baseball, Volleyball, and Field Hockey

- Create and execute strategic marketing plans to increase each individual sport's brand, engage fans, and drive attendance
 - Increased average attendance at all sports between 7.7%- 36.6% and revenue by 23.6%
- Managed the department's external community outreach
 - Oversaw the donation request activation which amounted to over 150 donation requests a year
 - Oversaw all marketing efforts for Lit Program, a program encouraging 4th grade students of Forsyth County to read
 - Had 32 schools participate with over 21,070 participants and over 188,161 books read
 - Hired, trained, and managed three full time coordinators and 15 undergraduate students

THE OHIO STATE ATHLETIC DEPARTMENT**COLUMBUS, OH***Professional Athletic Marketing Intern**July 2012- June 2014*

Create, coordinate, and execute all event activities for Wrestling, Field Hockey, Women's Lacrosse, and Women's Ice Hockey

- Create and execute cohesive marketing strategic plans to increase each individual sport's brand
 - Generated record-breaking match attendance at Wrestling and increased revenue by 52.8%
 - Increased Women's Field Hockey and Women's Lacrosse attendance by 47.5% and 44.6% respectively
 - Created a Goalie Mask Coloring Contest for Women's Ice Hockey that generated 43 submissions and 10,665 votes

LEADERSHIP ACTIVITIES

- **MINNESOTA ZOO ASSOCIATES BOARD**, 2018- Present, *Secretary*
- **UNIVERSITY OF MINNESOTA ATHLETICS**, 2019- Present, *W.I.L.L. Mentor*
- **NATIONAL ASSOCIATION OF COLLEGIATE MARKETING ADMINISTRATORS (NACMA)**, 2012-2022, *Member*
- **BIG TEN MARKETING MEETINGS**, 2017-2022, *Gopher Athletics Representative and Presenter*
- **SUPER BOWL LII**, 2017, *Lead Volunteer*

SKILLS

- Campaign Ideation and Execution, Omni-Channel Marketing, Fundraising, Content Marketing and Strategy, Digital Marketing, Web Content Management, Social Media Marketing, Copywriting
- Microsoft Office, Salesforce, Tableau, Google Analytics, Adobe Campaign Classic, Sidearm Web Applications, Photoshop, InDesign, Click Effects, and Daktronics Equipment

AWARDS

- 2019- 2020 NACMA Award in Revenue-Producing Video, Sponsorship Activation, and Community Engagement & PR
- 2018-2019 NACMA Award in Single Game Sales Campaign
- 2017-2018 NACMA Award in Revenue-Generating Idea

EDUCATION

UNIVERSITY OF MINNESOTA- TWIN CITIES

Hubbard School of Journalism

Master of Strategic Communications, August 2020

UNIVERSITY OF WISCONSIN-MADISON

School of Business

Bachelor of Marketing, May 2012

Bachelor of Management & Human Resources, May 2012