

# Director of Philanthropy

## ROBERT SMITH

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### Objective

A senior leader with proven expertise in strategic planning for project and campaign execution, marketing/public relations for stakeholder awareness, resource maximization, and financial management.

### Skills

Event Planning, Leadership, Marketing, Social Media, Public Relations, Critical Thinking, Multitasking, Networking, Adobe Creative Suite, Microsoft Office, Creativity, Adaptable.

### Work Experience

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**ABC Corporation** - 2003 - 2014

- Supported affiliate hospitals with a consistent increase in funds raised year over year.
- Realized increase of 95% new donor acquisition and retention through all Foundations.
- Created and maintained an Annual Giving program that consistently supported more than 57% of Total for Foundations of Hawaii Pacific Health annual funds raised.
- Revamped and rebranded system-wide internal Employee Giving and United Way campaigns, increasing overall participation from 30.5% to 78% and increased annual funds raised from \$262,000 to \$640,000.
- Led statewide mission-driven fundraising campaigns and programs raising nearly \$10million locally with Childrens Miracle Network Hospitals.
- Created short/long term strategic actions resulting in transformational increases with partners.
- Delivered public presentations, appearances, training, hosted high-touch engagement/stewardship events for all level stakeholders.

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**Delta Corporation** - 2001 - 2003

- Solicited donations for annual philanthropy golf tournament from over fifteen local businesses Coordinated with venue to determine prices of golfing, .
- Led a team of SUU students in raising over \$15,000 in donations for the Huntsman Cancer Institute.
- Organizations involved included Greeks, Gymnastics, Hip Hop Club, Presidential Ambassadors, Multicultural Clubs, Orchesis Modern Dance Company, and .
- Council for the Arts.
- Directed and accountable for all marketing and fundraising material for the surrounding five-state area.
- Effectively managed an intense travel schedule securing over \$1mm per year from individuals and foundations in the Midwest territory.
- Responsible for leading effective fundraising strategies and communication materials for the Midwest and played an integral role working with .

## Education

Diploma - 2012(Institute for Annual Giving Madison - Madison, WI)