

Career Change Sample #3

Alberta Williams

700 Prospect Street, New Haven, CT 06511
(203) 852-8505 albertawilliams@gmail.com

Career Focus: Fundraising and Development

Target goal is clear and direct.

List is focused primarily on those skills directly related to fundraising.

Volunteer Work = Experience

Keywords that speak the language of fundraising and development. Demonstrates current skill sets in a form that employers will easily understand. Computer skills are included in this list.

Specific marketing background is critical to mention.

Relevant fundraising experience is highlighted in a separate section for emphasis. These positions provide valuable experience in the field.

This section illustrates the importance of utilizing volunteer and/or internship positions to gain experience when in a career change situation. Even though these positions are not paid, they still provide skills and abilities that a fundraising employer would consider to be necessary.

List form is appropriate to establish an employment history.

STRENGTHS

- Seasoned fundraising professional with 12 years of experience
- Met or exceeded all fundraising targets; raised \$500,000 for Special Olympics
- Well-developed communication and project management skills
- Exceptional ability to maintain positive donor relations
- Maintain volunteer commitments in spite of rigorous academic and work schedules
- Exposure to key issues specific to non-profits and development
- Insider knowledge of media contact strategies and marketing tools

SUCCESS AREAS

- Event Planning/Management
- Media Relations
- Donor/VIP Relationships
- Creative Marketing Solutions
- Strategic Management
- Fundraising
- Community Outreach
- Public Speaking
- Press Releases
- Microsoft Office/Adobe Photoshop

EDUCATION

Bachelor of Science Degree in Management, 2006
Concentration in Marketing Management
Albertus Magnus College, New Haven, CT

FUNDRAISING AND DEVELOPMENT EXPERIENCE

American Red Cross, New Haven, CT, *Internship*, January 2005-present

- Develop direct mail campaign to increase donations from targeted populations
- Assist senior leadership with strategic planning
- Write press releases and maintain media contacts
- Act as liaison with school districts to coordinate on-site blood drives

Special Olympics of Connecticut, Southbury, CT, *Volunteer*, May 1994-present

- Manage annual fundraising campaign for Northwest region (51 towns)
- Coordinate all donor and VIP activities during annual Special Olympics competition
- Regularly meet and exceed fundraising targets averaging \$20,000 per year
- Host Olympians from other regions during event months

ADDITIONAL WORK EXPERIENCE

Marrakech, Inc., Waterbury, CT, *Rehabilitation Aide*, December 2000-present
Goodwill Stores, Hamden, CT, *Sales*, February 1998-November 2000
Sears, Roebuck, and Co., Meriden, CT, *Sales*, March 1993-April 1999