

# MARIANN PATERSON

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## QUALIFICATIONS SUMMARY

**Events planning and development support professional** with demonstrated experience in planning and executing multiple, varying-size special events; fundraising and relationship building. Critical thinker and problem solver with an emphasis on creative experiences that maximize participant and donor satisfaction. Creative talent in visual design, historic displays, staging and themed and interactive sets. Additional skills in managing multiple projects; developing written communications, including letters, and marketing materials; research; and using Microsoft Office. Excellent prioritization skills and verbal and written communication. Strong attention to detail.

## SIGNIFICANT CAREER ACCOMPLISHMENTS

- Created and executed fundraising project plan for newly formed foundation.
- Facilitated the awards of over \$1 million in cash contribution to non-profits.
- Researched and established corporate and individual customer list for small business promotion program.
- Trained volunteers for fundraising and events.
- Planned and managed prestigious annual fundraiser that attracted over 1200 participants and significantly increased annual event donations.
- Chaired or participated on multiple committees to raise funds for organizations such as City Philharmonic, City Art Institute, Metro Art Museum, Metro Catholic Women, and Community and Children Theater.

## PROFESSIONAL EXPERIENCE

Temps R Us, Inc., Anytown, ST

2006 - 2007

### Contributions Coordinator for Medical Affiliates

- Planned and implemented traveling event on behalf of employer/client.
- Facilitated communications between home office and field and sales teams regarding grant requests.
- Represented corporation at grantee functions and special events.
- Provided administrative support as needed.

Rosie's Florist, Anytown, ST

2005 - 2006

### Marketing and Outreach Consultant

- Formed relationships with corporate and residential customers through planned outreach campaigns.
- Prepared business plans and marketing materials for employees and customers.

College Alumni Foundation, Anytown, ST

2003 - 2005

### Trustee Liaison

- Planned and executed all aspects of the newly formed College Alumni Foundations, including creating and implementing fundraising programs and planning and coordinating special events for alumni and guests.
- Compiled historic artifacts to create a centralized collection of memorabilia and an alumni-sourced museum outlining the school's 150 years history.
- Facilitated planning and communication between alumni and other groups to support various events.
- Developed and implemented marketing materials and P&P to support foundation efforts.

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### PROFESSIONAL EXPERIENCE, *CONTINUED*

Student Academy of Anytown, Anytown, ST 1999 - 2001

#### **Development Associate**

- Created strategies and executed plans for the Development Office in support of reaching its growth goals.
- Engaged alumni, local businesses, parents and students in fundraising efforts through regular communication and personalized outreach efforts.
- Created a phon-a-thon manual and senior development program to increase student fundraising efforts.

Youth Center of Greater Anytown, Anytown, ST 1996 - 1999

#### **Development Associate**

- Managed high-profile Career Women of Achievement luncheon that attracted over 1200 community leaders, overseeing all details including event planning, invitations, communications and volunteer coordination.
- Prepared all solicitation letters and managed donor database, as well as all other aspects of the Annual Fund.

### VOLUNTEER & COMMUNITY EXPERIENCE

#### **Community Holiday Decorating, 1989-present**

- Assist 5-10 regular clients in preparing their homes or businesses for the holiday season
- Started as a member of a committee at the local country club and progressed to annual personal project

#### **Metro Catholic Women, 2001, 2005-2007**

- Plan, design and proof membership newsletter
- Design event invitations and programs

#### **Metro Art Museum, 2005-2006**

- Support 125<sup>th</sup> Birthday year

#### **City Art Institute, 1990-1996**

- Associate Board member
- Craft Chairperson for Oktoberfest
- Decorations Chairperson for Art Ball, annual fundraiser

#### **City Philharmonic Volunteer Association, 1989-1995**

- Committee member and co-chair of Designer Show House fundraiser
- Events co-chair overseeing 13 events committees
- Chairperson: One Hundred Year Anniversary Celebration, pre-concert events, Boutique art show

### EDUCATION

**Bachelor of Arts, Fine Arts, Xavier University, Cincinnati, OH**