

Sheri Donahue

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— Creative and data-driven marketing professional with expertise in integrated communications and multi-channel campaigns

EXPERIENCE:

Annual Giving Specialist (Integrated Marketing Focus)

California Polytechnic State University, University Development and Alumni Engagement — *San Luis Obispo, CA* April 2023 – Present

- Managed Cal Poly's crowdfunding platform, supporting 50+ campus groups raising \$240,000+ in campaign-driven fundraising
- Analyzed historical data and metrics to identify target audiences from a 300,000+ record database, developing segmented email campaigns with tailored messaging and creating promotional content on social media to drive conversions
- Tracked donor trends to develop a CRM lifecycle journey, reaching 2800+ donors and increasing participation by 27% YOY
- Led strategy and daily operations of a 25+ person student engagement center, optimizing outreach workflows (\$145,000+ raised)
- Integrated SMS into donor communications, streamlining pledge follow-ups and boosting fulfillment rates from 46% to 63%
- Co-led execution of Cal Poly's Giving Day, driving digital strategy to achieve 130% YOY growth (\$500,000+ raised)

Marketing Coordinator

RRM Design Group — *San Luis Obispo, CA*

August 2022 – March 2023

- Managed and grew the firm's social media presence across LinkedIn and Instagram, boosting engagement by 40%, and produced printed marketing materials highlighting projects and employees to support recruitment efforts
- Created 12+ technical content pieces for award submissions, translating complex design concepts into compelling narratives
- Coordinated fulfillment of 7,000+ client appreciation gifts to strengthen business relationships and support future proposals

Marketing Director

KCPR 91.3 FM Cal Poly Radio — *San Luis Obispo, CA*

March 2021 – June 2022

- Led a cross-functional marketing team of 10+ staff to execute integrated campaigns across events, social media, email, and partnerships, fostering relationships with local businesses and generating \$6,000+ in underwriting radio advertising revenue
- Launched 20+ concert ticket giveaways on social media, establishing an engaged audience and increasing followers by 25% YOY
- Implemented budget management for marketing spend, including social media ads, promotional materials, and event production
- Coordinated multichannel fundraising campaigns, meeting 150% of goal (\$30,000+ raised) and growing donor base by 51% YOY
- Managed development of merchandise fulfillment strategy for 85+ donors, improving brand visibility and supporter retention

Communication Specialist

Cal Poly Corporation, Campus Dining — *San Luis Obispo, CA*

July 2021 – June 2022

- Created and scheduled daily content for Campus Dining's Instagram, Facebook, and Twitter accounts
- Executed and maintained social media plan, staying on top of trends by showcasing new menu items and upcoming events in posts, including recurring weekly series and follower giveaways to drive engagement
- Managed digital community across accounts, responding to comments and direct messages on platforms in adherence to PR strategy

Marketing Intern

Inspired Flight Technologies Inc. — *San Luis Obispo, CA*

September 2020 – March 2021

- Expanded brand awareness by creating weekly social media posts on LinkedIn and Instagram, highlighting product features
- Wrote 4+ technical articles and blog posts about commercial drone industry topics for SEO on company website

SKILLS:

Digital Marketing, Integrated Email/SMS/Social Media Campaigns, CRM and Lifecycle Marketing, Data Analysis and KPI Reporting, Campaign Performance Tracking and Optimization, Audience Insights and Consumer Segmentation, Growth Marketing Strategy

PLATFORMS:

Excel (Advanced/Certified Microsoft Excel Specialist), Oracle Business Intelligence Publisher Dashboards, Ellucian CRM Advance Database, Anthology Imodules Email Platform, Mongoose Cadence SMS, Instagram/Facebook Ads, Meta Business Suite, Asana, Monday.com, Trello, Sprout Social, Hootsuite, HTML, CSS, WordPress, Canva, Adobe InDesign

EDUCATION:

California Polytechnic State University, *San Luis Obispo, CA*

Bachelor of Science in **Business Administration**, Concentration in **Marketing Management**
Emphasis in **Integrated Marketing Communications**

Graduated 2022
Magna Cum Laude

Involvement: American Marketing Association, Women In Business

Achievements: Chair's Award for Leadership in Journalism, Nationally Ranked College Media Business & Advertising Manager