

# SHERI DONAHUE

linkedin.com/in/sheri-donahue | donahuesheri@gmail.com | 805.407.0738

## EDUCATION:

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

Bachelor of Science in **Business Administration**, Concentration in **Marketing**

Emphasis in **Integrated Marketing Communications**

Graduated 2022

**Magna Cum Laude**

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

## EXPERIENCE:

### Annual Giving Specialist

California Polytechnic State University, University Development and Alumni Engagement — *San Luis Obispo, CA*

April 2023 – Present

- Oversee Annual Giving Call Center with 25+ student callers, managing engagement assignment, incentives, and creating scripts
- Monitor gift processing and optimize pledge fulfillment through texting integration, raising over \$125,000 in FY24
- Utilize historical stats and track current metrics to determine target audiences for solicitation strategies and drive conversions
- Ownership of Cal Poly Crowdfunding platform, building and managing fundraising projects for campus organizations
- Provide consultative marketing support to crowdfund projects to help reach their goals, raising over \$160,000 in FY24
- Collaborate with team to plan and execute annual Giving Day campaign, increasing revenue by 130% by raising over \$500,000
- Establish foundation for donor pipeline through acquisition, retention, and stewardship of donors through omnichannel outreach

### Marketing Coordinator

RRM Design Group — *San Luis Obispo, CA*

August 2022 – March 2023

- Created technical write-ups for architecture and engineering design award submissions and proposals
- Managed social media accounts and designed marketing materials featuring employee and project spotlights

### Marketing Director

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

March 2021 – June 2022

- Led a marketing team of 10+ staff in events, promotions, venue relations, social media, and fundraising
- Executed organization-wide marketing strategy for Cal Poly's radio station to grow listenership and engagement
- Implemented promotion strategy to present 20+ concerts in partnership with local venues through ticket giveaways
- Developed an integrated marketing campaign with social media posts, emails, and website content to solicit donations
- Raised over \$30,000 from alumni and supporters from Annual Pledge Drives, meeting 150% of our goal, growing donor base YOY
- Coordinated the design and production of KCPR merch, and oversaw Pledge Drive gift fulfillment for 85+ donors

### Communication Specialist

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

July 2021 – June 2022

- Created and scheduled daily social media content for Campus Dining's Instagram, Facebook, and Twitter accounts
- Showcased new menu items and Campus Dining events and responded to comments and questions on social media

### Advertising Account Executive, Underwriting Specialist

Mustang Media Group — *San Luis Obispo, CA*

August 2020 – September 2021

- Consult with clients for their advertising needs and sell radio spots for Cal Poly's radio station, KCPR 91.3 FM
- Created sales materials and sold over \$6000 worth of on-air sponsorships, building a consistent revenue stream

### Marketing Intern

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

September 2020 – March 2021

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

## INVOLVEMENT:

+ **American Marketing Association** Cal Poly Chapter + **Women In Business** Cal Poly Chapter

## ACHIEVEMENTS:

+ Dean's List + Chair's Award for Leadership in Journalism + CMBAM 3<sup>rd</sup> place for Best Marketing Director

## SKILLS:

Digital and Print Campaigns, Data Analysis, Team Management, Certified Microsoft Excel Specialist, Word, PowerPoint, Teams, HTML, CSS, WordPress, Adobe InDesign, Canva, Instagram, Facebook Ads, Asana, Trello, Hootsuite, Sprout Social, Scalefunder, RNL Engage, Thankview, Mongoose Cadence SMS, Braintree, Ellucian CRM Advance, Anthology Imodules Email Platform