

**MIKE GOMBITA**  
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## EDUCATION

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**MISERICORDIA UNIVERSITY: Jan. 2018 – Dec. 2019 - Master of Science: Organizational Management**

**MISERICORDIA UNIVERSITY: Aug. 2014 – Dec. 2017 - Bachelor of Arts: Communications**

## WORK EXPERIENCE

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### **MISERICORDIA UNIVERSITY – Assistant Director of Alumni Engagement: January 2020 – The Present**

- Acquired over 56,000 engagements and reached over 1.5 million individuals during Fiscal Years 2021 and 2022 by implementing a comprehensive strategy to engage alumni and university constituents through digital media.
- Part of a team effort of one of the largest campaign efforts in university history, which raised over 35 million dollars for a state-of-the-art Science Center. Utilized communications skills and provided live streams, photos, 360-degree imagery, and video, keeping alumni constituents apprised of the construction progress and a virtual tour upon completion.
- Led the University Advancement Division in stewarding our alumni and donors through virtual events – implementing Misericordia University's first-ever virtual Homecoming with creative videos and connecting affinity groups through Zoom. Also coordinated and executed the first-ever scholarship recognition program that hosted over 300 benefactors and students to meet, which gave benefactors a better understanding of their impact on their investment.

### **MISERICORDIA UNIVERSITY - Digital Media Graduate Assistant: December 2017 – December 2019**

- Worked with Director of Alumni Relations and Associate Director of Annual Giving to create and execute a comprehensive approach to alumni engagement and annual giving through digital and social media.
- Raise funds for select special projects and events coordinated by Alumni Relations and University Advancement division.
- Identify potential alumni donors through social and digital engagement.
- Developed and implemented marketing strategies to increase brand awareness, engagement, & lead generation (fundraising/events).
- Increased alumni brand engagement which was the highest the department has ever experienced with 573%.
- Produced videography, photography, graphic design, and copy for all communication mediums.
- Facilitate and promote the immediate involvement of students in alumni relations prior to graduation and communicate the advantages of their involvement.

### **MISERICORDIA UNIVERSITY – Advisor, *Students Today, Alumni Forever*: April 2018-December 2019**

- Responsible for advising and oversight of student philanthropy team of 67 to promote the culture of philanthropy on campus.
- Execution and management of on-going student engagement and Senior Class Gift initiatives.
- Manage social media strategies that align with the organizations' master communications plan.
- Manage campus engagement activities.

## SKILLS

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- Organized and able to work on multiple projects simultaneously while prioritizing deadlines.
- Demonstrated ability to build productive relationships with alumni, students, staff and faculty.
- Familiarity with the principles of friend/fund raising and annual giving.
- Experience working with diverse constituencies.
- Ability to work independently and as part of a team.

## ACHIEVEMENTS

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### **#HigherEdSocial – Best YouTube Campaign Award: June 2021**

#HigherEdSocial, the largest and most recognizable community of digital communication, and higher-ed professionals, recognized Misericordia University's Alumni Relations and Annual Fund Department for their creativity and success to their Arch Madness Giving Day video campaign on YouTube.

### **AFP Northeast PA – Outstanding Youth in Philanthropy: November 2018**

The Association of Fundraising Professionals, NEPA Chapter recognized Misericordia University's student-run philanthropic organization for their outstanding commitment to the community as leaders in philanthropy.