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**Amy Yost**

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| Summary of QualificationsProfessional Experience | I am a development and marketing professional who currently manages fundraising, marketing and communications efforts for an established non-profit organization that offers international exchange programs, interpretation services and direct services for refugees and immigrants in Iowa. I have more than sixteen years of experience helping local organizations successfully manage development, grant writing, corporate sponsor relations, community outreach & external marketing efforts, social media & direct email communications, web site re-design and development, and educational & fundraising event management & programming.January 2014 – Current**Director of Development and Marketing****Iowa International Center – Des Moines, Iowa****As Director of Development and Marketing, I collaborate with the Executive Director to guide overall organizational and development campaign strategies, budgeting and Board leadership development, as well as guide the communications, messaging and outreach that impacts all sectors of the organization. In this role, I specifically:*** Strategize with Board and staff leadership to plan and implement organizational resource development efforts, including fundraising calls, presentations, grant applications, corporate sponsorship requests and annual online and mail fundraising campaign
* Lead logistics and fund development effort for organization’s major annual fundraiser (with a record attendance and sponsorship seen after just one year in the role)
* Plan, write and coordinate all major organizational communications, including newsletter, program outreach and marketing materials, web content, grants and resource development letters
* Manage all organizational social media efforts – including Twitter, Facebook, LinkedIn, Instagram and Flickr to engage with key audiences, promote events, highlight partners and sponsors, recruit interns, market our organization’s fee-for-service offerings, convey key organizational messages and raise funds to support the organization
* Coordinate speakers, promotion, event logistics and videotaping for organization’s free community education program
* Coordinate with staff/peers to engage key communities – including local professionals, interpretation clients, event attendees and more – to maximize opportunities for future strategic funding and engagement
* Assist in the overall approach to our organization’s current transition to new CRM /development software – Salesforce for Nonprofits, while leading effort to develop accurate tracking and reporting for past and current donors

April 2012 – January 2014**Community Relations Manager****Downtown Community Alliance (DCA) - Des Moines, Iowa****In this multifaceted role with the Downtown Community Alliance, I specifically:*** Coordinated fundraising/development activities and sponsor relations for three major downtown events that drew more than 500,000 people annually
* Supported marketing/communications activities related to key DCA events
* Worked with local media to communicate event-related messaging and appear on-camera for interviews related to promotions and events
* Worked with program staff to develop strategic proposals for sponsorship support;
* Researched and wrote grant applications appropriate for event/program funding

**Specific achievements in this position included:*** Developed a year-long fundraising strategy for 2014 fiscal year, integrating multiple channels and engaging board leadership in new ways
* Secured new presenting sponsor for the Downtown Farmers’ Market in 2013, and successfully renewed/secured $40,000+ in event sponsorships for key events

April 2007 – April 2012**Marketing and Communications Project Manager** **The Bearings Group - West Des Moines, Iowa*** Worked independently on projects to complete client marketing goals related to branding and marketing communications
* Worked with media to communicate client messaging for editorial placement
* Built client brands through a wide variety of e-communication tools and strategies
* Coordinated web site development, redesign planning and execution for clients
* Used online email development and contact management software to create and manage a wide variety of client communications, including new media and surveys
* Utilized graphic design programs to develop a wide range of client e-communications
* Created comprehensive brand-awareness survey research program for major non-profit client, leading to brand redevelopment for the organization
* Helped in the planning and development of new web sites for three marketing clients

April 2004 – April 2007Development AssociateDes Moines Public Library Foundation – Des Moines, Iowa* Raised approximately $300,000 annually to provide necessary funding beyond what public tax dollars provide for Des Moines Public Library programs and collections
* Set goals for and manage execution of specific campaign efforts, including corporate funding requests, sponsorships, individual gifts at all levels and special events
* Coordinated volunteer board effort in soliciting major gifts
* Managed schedule for grant proposal submissions and sponsorship solicitations to corporations and foundations
* Prepared direct mail pieces for foundation’s spring and fall mail solicitation campaigns, and coordinate mailing efforts with foundation staff and volunteers
* Coordinated annual fundraising gala - the Iowa Author Awards - including management of volunteer committee, and development of sponsorship solicitation materials, invitations and marketing pieces
* Planned/prepared the foundation’s contribution to library’s quarterly newsletter and web site, in cooperation with library marketing department
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|  | May 2001 - April 2004Development CoordinatorCivic Center of Greater Des Moines – Des Moines, Iowa |
|  | 1998 - 2001Marketing/PR CoordinatorJunior Achievement of Central Iowa – Des Moines, Iowa |
| Technical/Software Knowledge | Microsoft Office – Word, Excel and PublisherCRM/Fundraising/Development Software – Salesforce for Nonprofits, DonorPerfectEmail Marketing – Vertical Response, Constant Contact and CoolerEmailDesktop Publishing/Graphics – Adobe InDesign, Adobe Photoshop, Adobe Illustrator Web Development –WordPress and Basic HTML Basic Knowledge of QuickBooks |
| Education | 1994 – 1998 Iowa State University, Ames, IowaBachelor of Arts, Journalism and Mass Communication - Public Relations Emphasis |
| Memberships | Member, Rotary Club of Greater Des Moines (2012 - Current)President, Rotary Club of Greater Des Moines (Current through 2016)Association of Fundraising Professionals – Central Iowa Chapter (2001-2007) |
| Volunteer Work | Volunteer Lead Team Member, Des Moines 80/35 Music Festival (2013 - Current)Event Volunteer - TEDxDesMoines (2013)Reading Mentor – Everybody Wins! Iowa (2005-2006) |