

Sara Scallon Bonney

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Current address: 3213 NW 93rd Ave Polk City, IA 50226 (515) 710-2868

EDUCATION

Master of Public Administration
Emphasis: Executive Development
Graduated December 2013

Drake University

B.A. Communication Studies,
Entrepreneurship Certificate and
Minor in Journalism
Graduated May 2007

University of Iowa

- Lambda Pi Eta Communications Honor Society

RELEVANT PROFESSIONAL EXPERIENCE

Director of Marketing and Communications, Community Foundation of Greater Des Moines
Des Moines, IA

August 2013- present

- Lead all marketing, promotion and advertising efforts of the Community Foundation.
- Craft the Community Foundation's content marketing strategy and draft, edit and manage the production of the Community Foundation's communication materials including: the Annual Report, print newsletters, e-newsletters, postcards, website content, advertisements, social media content, brochures, event invitations, information sheets, articles/editorials and more.
- Collaborate with donors, local nonprofits, grantee organizations and community partners to capture and share stories as a means to highlight the work of the Community Foundation in meaningful ways.
- Development and ongoing management of the Community Foundation's story library to communicate key messages with impact to external and internal audiences.
- Design, coordinate and execute event logistics and program content for the Community Foundation's Celebration Luncheon and Report to the Community for over 500 guests to annually share the successes of the organization.
- Lead media relations and public relations strategy and outreach with over 110 media mentions obtained for the organization annually.
- Work across departments to meet organizational goals through marketing and communication.

Admissions Liaison, Drake University
Des Moines, IA

September 2010- August 2013

- Served as the spokesperson for the College of Pharmacy and Health Sciences (CPHS) to various key stakeholders including prospective students and families, educators, alumni, and other groups as appropriate.
- Developed, implemented and executed marketing plans to increase applications to the Drake University PharmD and Health Sciences programs including market research and analysis of potential applicant pools.
- Created, wrote and edited CPHS collateral materials related to recruitment.
- Developed, implemented, executed and analyzed the CPHS strategic plan for recruitment.
- Served as the liaison between CPHS and Drake Marketing Office to develop marketing pieces to illustrate stories and messages through multiple channels.

- Coordinated and oversaw the PharmD admissions process including: organizing and analyzing applicant information, communicating with applicants, developing applicant interview and writing assessments and training interviewers.

Membership and Group Sales Manager, Science Center of Iowa
Des Moines, IA

July 2007- August 2010

- Served as on-air representative of SCI during reoccurring spots and special event promotion.
- Analyzed revenue goals and institutional priorities, developed strategy for meeting goals and execute communication plan across the organization to execute goals.
- Developed and executed public relation campaigns with media and community partners including WHO-TV, KCCI, Des Moines Register, Des Moines Radio Group, Downtown Council and others.
- Worked as an integral part of the Development Department by assisting in: annual fund mail campaigns, organization and implementation of SCI's annual fundraising event, solicitation of prospective donors, sponsor relations and proofing of annual fund printed pieces.
- Worked as an integral part of the Communications and Marketing Department by planning and executing special events, writing marketing plans, email communications, newsletters, building signage and internal communication.
- Developed promotional campaigns across various communication mediums to support membership sales for the Science Center of Iowa, Blank Park Zoo and Living History Farm.
- Published author in the Association of Science and Technology Centers Journal, *Dimensions*.

PROFESSIONAL AFFILIATIONS/VOLUNTEER ACTIVITIES

American Marketing Association Iowa Chapter

2013 – present

- Member

Blank Children's Hospital

2014 - present

- Festival of Trees and Lights Gala Committee

Greater Des Moines Partnership

2013 – present

- Communications Advisory Council

Polk County Housing Trust Fund

2015 – present

- Marketing Committee

State Historical Society/Department of Cultural Affairs

- Member of 25th Anniversary Fundraising Gala Committee **2012**
- Member of Celebrate Iowa Gala Committee **2015**

DSMove Open Streets Event

2013

- Project Development Committee

Junior League of Des Moines

January 2009- May 2015

- Served as Executive Board member chairing the Training and Education Council for 2011/2012 League year.
- Women's Career Skills Workshop Chairwoman
- Graduate of the Mary Louise Smith Women's Leadership Institute

Leukemia and Lymphoma Society

Spring 2008

- Campaign Manager for winning Woman of the Year campaign

