

Judith Downs

4309 Mary Lynn Drive, Urbandale, IA · 50309

515.314.5762 · Judymdowns@gmail.com

Creative advocate and problem solver with a passion for education and the growth of the Central Iowa Community and quality of life.

Employment

Iowa Environmental Council

Development Director (October 2016- Present)

- Coordinate, plan and implement organizational development strategies with board members, staff and development committee
- Develop and manage individual giving and major donor programs
- Launched a GivingTuesday program which successfully brought in new members
- Expand the diversity of Council funding through new grant opportunities
- Increase Council's support and reach through the management of fundraising events

Living History Farms

Director of Events and Sales (*June 2015– October 2016*)

Manager of Events and Sales (December 2014 - June 2015)

- Managed projects and teams responsible for the success of the Guest Services, Membership, Events, Facility Rental and Group Sales departments that serve over 100,000 people annually
- Served as LHF spokesperson to the media and representative at community events
- Developed membership communication strategy that resulted in a 20% increase in membership households and 17% increase in revenue
- Expanded LHF's promotional reach through strategic partnerships
- Managed the highest earning Fundraising Gala in the museum's history while working with a committee of volunteer board members
- Secured contributed revenue through grant requests, sponsorship proposals and digital campaigns
- Expanded LHF's sponsorship portfolio with event sponsorship for 100% of the museum's 20 annual events

Science Center of Iowa

Special Events and Promotions Manager (*April 2014 –December 2015*)

Special Events and Promotions Coordinator (*January 2013 - April 2014*)

Sales Coordinator (*January 2011 - January 2013*)

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- Lead the planning and development of the organization's volunteer strategy and overseeing the work of the Volunteer Manager and team of volunteers
- Served as SCI spokesperson to media, Downtown Chamber of Commerce and more
- Served on the team integral in planning the record-breaking Annual Fundraising Event
- Promoted SCI products and events through email newsletters
- Engaged the greater community to further the mission and financial success of the Science Center of Iowa through the development and management of special events
- Managed 38 annual special events with attendance that accounts for over 20% of SCI's annual General Admission
- Supported the marketing, promotion and sponsorship of over 75 individual events a year, traveling exhibits and IMAX films
- Grew the revenue of the birthday party program with more themes and choices
- Lead a sales team in promoting camps, IMAX films, birthday parties, field trip during years of record-breaking attendance seasons
- Developed streamlined processes in point of sales systems to support program and event management
- Provided reporting support and revenue tracking for multiple departments

Volunteer and organizational involvement

- Board Member and Chair of Marketing Committee of Roosevelt High School Foundation and Alumni Association (August 2014 – Present)
- Board Member - Young Nonprofit Professionals Network, Chair of Professional Development Committee (March 2014 – present)
- Board Member and Chair of Marketing Committee of Camp Fire Heart of Iowa (June 2014 – June 2016)
- Member of Young Professionals Connection (October 2013 – Present)

Education and Certifications

- Millsaps College - Political Science
- Greater Des Moines Community Leadership Program Community Connect Graduate Class of 2015