

BRITTNEY M. LEDFORD

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312 Court Ave. #505 | Des Moines, IA 50309

EDUCATION

The University of Iowa, Iowa City, IA
B.A. Journalism & Mass Communication, International Studies minor

May 2011

PROFESSIONAL EXPERIENCE

Resource Development Officer—Mosaic in Central Iowa

October 2015-present

- Led all fundraising efforts, raising 20% more in 2016 than had ever been raised previously for the agency, then increased the amount again in 2017
- Grew awareness of Mosaic in the community and via social media-- secured sponsorship for an ad in the 2017 *dsm* Magazine's Wish List, exponentially grew Facebook engagement
- Created partnerships between Mosaic and other community groups, including the community garden at the South Suburban YMCA, the Drake University Occupational Therapy doctorate program, Riverbend Sport & Social Club, and Lutheran Church of Hope
- Volunteered at numerous local Vacation Bible Schools, Des Moines' annual Trash Bash, Knights of Columbus "Tootsie Roll" drives, Urbandale Schools' "Career Cafe"
- Planned all agency events including fundraisers, annual holiday party for over 500 people, and donor appreciation events
- Served on agency's leadership team with heads of finance, HR, and quality departments in order to create efficiencies and strategize effectively across the business

Public Relations Specialist—Mosaic in Central Iowa

February 2015-October 2015

- Wrote and edited quarterly agency e-newsletter
- Managed all parts of the agency's volunteer program including volunteer recruitment, training, management and retention
- Created content for agency's Facebook & Twitter accounts
- Assisted in fundraising and event planning

Loan Servicing Specialist—Wells Fargo Home Mortgage

March 2014-February 2015

- Paid delinquent taxes on non-escrowed loans and then force-placed escrow
- Served on special letter writing project group to create new communications to homeowners regarding delinquent taxes and new escrow accounts

Bakery Manager—Cache Bake Shoppe

July 2012-March 2014

- Managed day-to-day operations of bakery including taking orders, customer service, delivering cakes, setting up corporate events, ordering product & promoting the business
- Baked all cookies and pies
- Created social media content for website, Facebook, Twitter & Tumblr pages

Private Events Coordinator—Blank Park Zoo

August 2011- July 2012

- Created marketing campaign for weddings including direct mail pieces, bridal show brochures, and online copywriting
- Grew private events revenue from \$45,000/ year to \$102,000
- Planned first ever "I Do at the Zoo" bridal show—sold vendor space, coordinated marketing efforts & all show logistics

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COMMUNITY ROLES & CIVIC ENGAGEMENT

One Sweet Kitchen

- Owner of small business since 2015, bakes cookies and pies for individual orders, wholesale clients, catering events, etc.
- Donates cookies to annual Night to Shine Prom for adults with intellectual disabilities
- Business member of Des Moines' FemCity chapter

Urbandale Chamber of Commerce genYP

- 2018 co-chair, will be 2019 chairperson
- Leadership team member since 2017
- Professional development committee member since 2016
- Member since 2015

Social Media Club of Des Moines

- Board of directors since 2016
- Member since 2014

Urbandale Kiwanis Club

- 2018 Vice President, will be 2019 President
- Member since 2015
- Volunteered countless hours for U-CAN, DMARC Red Barrel Program, Let's Read program at Karen Acres Elementary, trivia nights and pancake breakfasts benefiting local nonprofits, etc.

Iowa Department of Human Services

- Volunteer guardian since 2015

Young Nonprofit Professionals Network

- Past member, served on professional development committee in 2015

Iowa Correctional Institute for Women

- Library volunteer in 2016