

JEN CROSS

leader • connector • team player • go-getter • avid strategist

COMMUNITY INVOLVEMENT

Greater Des Moines Leadership Institute:
Community Leadership Program: Class of 2019
John Stoddard Cancer Center Advisory Board
Rally Against Cancer Committee Member
Big Brothers Big Sisters Duo
Winefest Grand Cru
St. Ambrose University:
Alumni Communications Advisory Council
CampusCycle Coach

EXPERTISE

Fundraising management
Collaboration
Project management
Revenue generation
Budget management
Strategic planning
CRM proficient
Relationship cultivator

EDUCATION

Double Bachelor Degree:
Public Relations & Strategic Communications
Radio/TV with Production Concentration
St. Ambrose University / 2007-2011

CONTACT

515.212.1215
jlickteig013@gmail.com
Business Record A Closer Look

EXPERIENCE

DIRECTOR OF DEVELOPMENT & PARTNERSHIPS

Catch Des Moines / 2014-Present

- Driving private sector revenues by increasing number of investing partners, corporate partners and sponsors
- Successfully launched Brew Moines: a Beer Passport app
 - Worked with local breweries for on-boarding
 - Drove project idea, implementation, management, & launch
- Developing revenue strategies to further private sector funds
 - Responsible for fundraising 27% of non-tax revenue for the organization
- Developed strategy & actively soliciting for Investment Campaign with \$4.3 million goal
- Create and maintain strong relationships in the Greater Des Moines metro
- Oversee fulfillment of marketing opportunities and sponsorship packages
- Actively solicit by phone or personal contact to achieve revenue goals
- Successfully surpassed revenue goals of \$560,000+ each year
- Collaborate with Sales, Sports and Service teams to implement targeted marketing programs and campaigns for specific conventions and sporting events
- Simultaneously raise money for additional events, such as Iowa Caucuses, AAU Junior Olympics, & USA Track & Field
- Oversee Partner Specialist duties
- Actively attend, host and present at events citywide. including live media interviews
- Developing, leading and fulfilling all phases of sponsorship program
- Oversee and manage budget for marketing department
- Selling and implementing the Catch Des Moines co-op advertising program

MARKETING COORDINATOR

Insta-Pro International / 2013 - 2014

- Created, managed and maintained website, social media, blogs and newsletters
- Organized and led sales meetings, clinics, and international trade-show participation
- Maintained marketing database and fulfilled requests for all promotional items, literature and sales aides
- Led team through marketing launches of different products and services

ASSISTANT PROPERTY MANAGER & LEASING AGENT

GNP Management Group, LLC / 2012

- Scheduled showings, completed leases and management of nine property portfolio (both residential and commercial)
- Secured bids for contractors, approved budgets, presented bids for maintenance agreements and assisted in account payables
- Implemented social media for new properties
- Successfully leased over 65 units in three months
- Held Illinois Real Estate License and Crime Free Housing License

GROUP SALES COORDINATOR

Jumer's Casino & Hotel / 2011-2012

- Recruited, organized and implemented major events for property
- All-inclusive event planning from sale through completion of meetings, weddings and event functions
- Responsible for negotiation of event contracts