

# JEN CROSS

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

## COMMUNITY INVOLVEMENT

John Stoddard Cancer Center Advisory Board  
Rally Against Cancer Committee Member  
Iowa Caucus Consortium  
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  
Strategic planning  
CRM proficient  
Budget management

## EDUCATION

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

## CONTACT

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## EXPERIENCE

### *DIRECTOR OF DEVELOPMENT & PARTNERSHIPS*

#### *Catch Des Moines / 2014-Present*

- Drive marketing revenues by increasing number of investing partners, corporate partners and sponsors
- Developing revenue strategies to further private sector funds
- Developed strategy & actively soliciting for Investment Campaign with \$4.3 million goal
- Create and build strong relationships with more than 850 businesses 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, & National Junior High Finals Rodeo
- Oversee Partner Coordinator duties
- Maintain strong relationships with community organizations
- Actively attend, host and present at events citywide
- 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