JEN CROSS

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

# COMMUNITY INVOLVEMENT

Greater Des Moines Leadership Institute:

Community Leadership Program: Class of 2019

Vice Chair of the John Stoddard Cancer Center

Advisory Board

Co-Chair Rally Against Cancer Committee

Cyclone Gridiron Club Board of Directors

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

Event planning

# EDUCATION

Double Bachelor Degree: Public Relations & Strategic Communications Radio/TV with Production Concentration

St. Ambrose University / 2007-2011

# CONTACT

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[Business Record: A Closer Look](file://cvb-fs01/Users/jcross/My%20Documents/Jen/Personal/Resumes/Business%20Record%20A%20Closer%20Look.html)

**EXPERIENCE**

## *DIRECTOR OF DEVELOPMENT & PARTNERSHIPS*

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

* Driving private sector revenues by increasing number of investing partners, corporate partners and sponsors
* Oversee overall strategy for revenue generation & tourism relevancy in Greater Des Moines
* 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, cultivate and maintain strong relationships with private sector & non-profit sector

in Greater Des Moines metro

* + Including determining volunteer opportunities for staff and/or constituents
  + Includes: presentations to stakeholders and constituents
* Oversee fulfillment of marketing opportunities and sponsorship packages
* Actively solicit by phone or personal contact to achieve revenue goals
* Successfully surpassed revenue goals of $600,000+ 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, NCAA March Madness, 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 & sponsorship program
* Selling and implementing the Catch Des Moines co-op advertising program
* Promoted three times in five years

## *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
* 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
* Successfully leased over 65 units in three months

## *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