

# Jennifer Barnes

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**Fundraising | Communications | Program Management | Public Administration**  
**Nonprofit & Healthcare Sectors**

## Summary

Innovative, customer-centered Fundraising and Communications professional with over 10 years of experience building strong relationships with stakeholders, elevating community awareness and support, and initiating improvements to organizational efficiency. Articulate and creative, thriving in fast-paced, changing environments.

## Areas of Expertise

- Fund Development
- Marketing & Communications
- Event Planning
- Program Management
- Process Improvements
- Public Speaking
- Social Media
- Budgeting
- Staff Training

## Professional Experience

### **Nonprofit Agency, Grand Rapids, MI**

**2015-Present**

Local, nonprofit foundation supporting children and elderly with \$100M endowment and 38K active members.

#### **Communications Manager**

Develops and executes communications strategy, annual plan, and marketing materials. Organizes events. Coordinates social media. Collaborates with partners. Presents to groups of 20-500 for friend-raising and fundraising.

#### **Key Accomplishments:**

- Doubled online donation revenues in < 1 year by establishing and maintaining robust social media presence.
- Revitalized annual donor appreciation dinner with \$75K budget; generated \$12,400 in new sponsorships in 1<sup>st</sup> year; increased attendance by 50%; improved event programming and venue; and decreased expenses by 10%.
- Attracted new demographic of younger members to increase organizational vibrancy and leadership.
- Selected as Michigan's State Coordinator for anti-bullying program; organized statewide trainings with 75 attendees; partnered and communicated with schools to facilitate and encourage registration.

### **Nonprofit Agency, Grand Rapids, MI**

**2012-2015**

Continuing care retirement community serving 400+ residents.

#### **Marketing Manager**

Drove strategic, cost-effective marketing campaigns to maximize facility service utilization. Oversaw event planning, website, social networking, newsletters, billboards, and radio advertising. Presented to donors and prospective residents. Communicated cross functionally. Served as community ambassador.

#### **Key Accomplishments:**

- Leveraged creativity and innovation to revamp traditional and social media marketing strategies, resulting in higher quality, more effective marketing efforts.
- Increased census by 10%, as well as expanded market reach and visibility.
- Elevated social media usage by upgrading website and implementing use of web analytics.
- Re-introduced and planned successful community event with 6,000 attendees in 1<sup>st</sup> year (vs. 3,000 in previous years).

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**Company, Grand Rapids, MI**

**2009-2012**

Private skilled nursing facility in West Michigan serving 120 residents.

**Admissions & Marketing Coordinator**

**Admissions:** Communicated directly with patients and families to coordinate care. Partnered with local medical community to achieve positive outcomes for residents and caregivers. Collaborated cross-functionally.

**Marketing:** Increased awareness to achieve high facility census. Designed and delivered multi-media presentations, brochures, and reports. Traveled state-wide to educate health clinics, doctors, medical staff, and senior groups. Attended health fairs.

**Key Accomplishments:**

- Streamlined admissions process, referral tracking, and data management to improve resident care; researched other facilities' best practices; gained consensus; and implemented new processes.
- Rebuilt trust following difficult organizational challenge by resolving points of conflict and strengthening relationships with social and business organizations.

**Company, Grand Rapids, MI**

**2007-2009**

Provider of rehabilitation services within hospitals with 20+ employees.

**Office Manager**

Oversaw operations of a thriving physical therapy office, involving scheduling, payroll, and customer service. Attended tradeshows and health fairs. Made presentations to secure referrals. Processed health insurance claims using specialized medical software.

**Key Accomplishments:**

- Improved therapist productivity, reduced rates of "no-shows" and cancelled appointments, and increased customer satisfaction by restructuring intake and scheduling processes.
- Selected to serve on hospital leadership planning groups, resulting in elevating organization's presence in local medical community.
- Liaised to local universities to coordinate student internships.

**Education**

Master of Public Administration with Emphasis in Nonprofit Administration, Grand Valley State University

Bachelor of Science in Health Care Systems Administration, Ferris State University

**Community Involvement**

Jaycees, Grand Rapids Chapter, 2014 - Present

Grand Rapids Chamber of Commerce, 2012 - Present

**Technology**

Adobe Creative Suite 5

Photoshop

Social Media: LinkedIn, Website Development, & E-Newsletters

Microsoft Office