Marketing Manager

Nicole Pontón

Colorado Springs, CO

Job Preferences:

Desired job title:	Marketing Manager
Desired occupation:	Marketing Manager Marketing Consultant Strategist Marketing
Employment type:	Full time
Career status:	Active job seeker
Available to start:	04/2021

Education:

Duke University

Master of Business Administration (MBA), Strategy & Social Entrepreneurship, Master

University of Southern

Bachelor of Arts (BA), International Relations & Religion, Bachelor

Work Experience:

01/2019 – Present

Marketing Manager

COMPASSION INTERNATIONAL

Marketing Manager, Management/Manager, Marketing

Planned, facilitated, and delivered highly strategic seasonal and annual, nationwide marketing campaigns for program funds with focus on revenue growth, support retention, and effective supporter stewardship and engagement. Directed and collaborated with cross-functional teams to develop new giving vehicles that increase transparency, methods, and ease of user experience for our organization's supporters.

* Partnered with leadership, business intelligence, creative, and web & interactive teams to build highly targeted, synchronized strategies, maximizing relevancy of asks and response rates.

* Achieved revival of direct mail (print and digital) campaign for annual campaign in decline

for previous 4 years, raising 62% more YOY in 2019 for total of $1.47M and 56% increase in 2020 for total of $2.3M.
* Developed strategy for Medical Assistance Fund appeal (goal of $500K) and led COVID pivot to ensure campaign remained on schedule and budget, raising $1.67M overall.
* Managed creation and implementation of new giving platform / method for donors to give directly to field projects that they were passionate about and oversaw legal, technical, and marketing rollout of donor-advised fund widget improving ease of donating for donors.
* Fundraised total of $7.7M in FY20 (26% total revenue increase for campaigns) and have raised more than $12M (43% increase for all campaigns) to date for FY21 and produced all stewardship communications retaining supporters.

01/2018 – Present

Development Officer, Annual Giving

LOMA LINDA UNIVERSITY HEALTH, OFFICE OF PHILANTHROPY

Cultivated middle donors at $1.5K - $25K annually across all 6 hospitals and 8 schools, managed portfolio of 75 donors with potential valued up to $5M, conducted stewardship, and created thank you strategies.
* Designed and effected first organization-wide Giving Tuesday strategic plan, producing marketing, public relations, social media, and digital communication pieces segmented across 10K + donors.
* Spearheaded and ran initiative finding more cost-effective, user-friendly, efficient digital communications vendor.
* Analyzed and redesigned digital communication strategy & donor journey for Annual Giving Department to save money and reach wider audience, resulting in $10,000+ in new online donations within 60 days.

LOMA LINDA UNIVERSITY HEALTH, OFFICE OF PHILANTHROPY (Continued)
* Led search and selection process with 4 vendors, saving university 60%+ annually in marketing and design costs.

01/2016 – Present

Manager

EMERSON COLLECTIVE
Management/Manager

Directed initial college internship program for Emerson Collective's new Chicago office focused on developing and executing violence reduction & job creation initiatives across city in conjunction with UChicago's crime lab.
* Designed and taught community leadership curriculum for 6 college interns from south and west sides of Chicago, imparting professional skills for success in roles with Emerson and future employers and organizers.
* Steered interns as they built and executed crime-reduction initiatives in communities, awarding $344K in micro-grants that directly impacted 1K + Chicago youth.
* Created and conducted M&E reporting for violence reduction job initiative, resulting in $2M in funding for city-wide scaling in 2017.

01/2008 – 01/2018

Founder & Consultant

PONTÓN CONSULTING

Consulted international non-profits, small businesses, startups, and private practices on operations, CRM systems, branding, communications, and marketing.
* Customized CRM systems, including Salesforce, for non-profits, training staff on how to use and modify platforms.
* Created and redesigned branding for healthcare private practices, collaborating with CEOs on websites.
* Drove client acquisition by planning and leading highly effective events for small businesses and contractors.

01/2011 – 12/2015

Manager - Donor Relations, Marketing, and Communications

LIFE IN ABUNDANCE INTERNATIONAL
Management/Manager, Marketing

Served in management role, designing marketing campaign toolkits, new online donation and non-cash gift solutions, and implementing strategies that supported revenue goals and objectives of program offices.
* Developed and deployed communication and outreach strategies that improved donor acquisition and retention process for 3K + households, increasing donor giving nationally by 12%.
* Analyzed and optimized social media strategy using Facebook analytics and research from top marketing firms, boosting online engagement by 33%.
* Built and standardized financial reporting, making hundreds of thousands of dollars in new grants available to organization.

01/2011 – 12/2013

Donor Coordinator + Field Programming Intern

Computer Programmer

Authored curriculum for new U.S. staff through development of formal action plan that set regular cadence for donor outreach and staff development checkpoints as well as CRM protocol. Controlled all donor relations, donor finances, mass communications, organizational data.
* Headed CRM selection (Salesforce for Non-profits), transfer, and customization project, generating 85% in efficiency gains for staff.
* Selected and integrated updated online payment platform that improved ease of use for donors, resulting in $75K in donations and representing 10% increase.
* Interned in Kenya field offices (all over country) and led several seminars, including nutritional seminar for HIV orphans and caretakers, co-op seminar for farmers in desert region, and clean water / hygiene training plus vaccine clinic with healthcare providers to serve Samburu women and children, improving health of communities and increasing attendees' ability to become self-sufficient and rise above poverty.

Language Skills:

Native:	★★★★	Spanish
n/a:		English

Skills:

Expert:	★★★	Salesforce, Social Media, Facebook, analytics, Results-focused problem solver, Microsoft Office, Excel, Word, PowerPoint, Outlook, Microsoft Office Suite, A/B Testing, Public Speaking, communication, Omnichannel Marketing, integrated marketing, Digital Marketing, Direct Marketing, Event Planning, Event Management, Strategy
Intermediate:	★★	CRM, online payment, leadership, innovative, Oracle, Data Entry