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Sarasota, FL



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SKILLS

Event Management
Community Relations
Team Leadership
Budget Management
Donor Development
Logistics Management
Marketing Strategy
Grant Writing
Sponsorship Development

EDUCATION

UNIVERSITY OF FLORIDA
Bachelor of Science
Business Administration
Major in Finance
2010 - 2014

VERONICA CLINTON

MARKETING & EVENTS MANAGER

EXPERIENCE

Development Manager

Loggerhead Marinelife Center, Juno Beach, FL | 2016 – Present

Loggerhead Marinelife Center is a non-profit sea turtle hospital that promotes the conservation of ocean ecosystems. The center's campus features a research laboratory, educational exhibits, aquariums and programs, welcoming over 350,000 guests to the facility each year.

- Oversee all operations of the Development team, including the management of the Development Assistant & Development Programs Assistant
- Plan and execute all annual special fundraising events, resulting in gross income of over \$890,000 in 2017, exceeding goal by 6%
 - Solicit and secure event sponsorship support from individuals and corporations
 - Manage committee formation, communication and involvement
 - Develop and implement strategic plan for event promotion and production of marketing assets
 - Coordinate all related event logistics including vendors, volunteer support, budget tracking, schedule of events, supplies etc.
- Manage corporate partnerships (large-scale) and community partnerships (small-scale)
- Produce bi-annual Circle of 100 premier events for organization's top donors with prominent conservation notables serving as key note speakers at private country clubs
- Design and implement the Annual Fund Appeal Campaign (direct mail campaign) resulting in gross income of \$575,000 in 2017
- Maintain the Development Department Budget of \$1.6m in annual revenue
- Report department financial metrics and progress to the Board of Directors and Executive Staff Team through the creation of monthly reports

Senior Development Assistant

Loggerhead Marinelife Center, Juno Beach, FL | 2015 – 2016

- Oversaw the operations of the Development Assistant and coordinated related department administrative tasks, implementing new procedures to maximize efficiency
- Assisted in the preparation of all annual special fundraising events
 - Solicited and secured in-kind donations for fundraising initiatives during events via raffle, silent auction etc.
 - Maintained individual event worksheets with guest RSVPs, volunteer and committee assignments, supplies, tasks and timelines
 - Oversaw on-site event registration process for each individual event including the management of volunteers, preparation of table cards, RSVP lists etc.
- Coordinated all community events including shop-and-shares and other giveback events hosted in partnership with local businesses or other organizations
- Represented organization and acted as an ambassador during all outreach events

Development Assistant

Loggerhead Marinelife Center, Juno Beach, FL | 2014 – 2015

- Facilitated the Annual Fund Appeal Campaign by processing all incoming donations, preparing correspondence letters on behalf of the CEO and reporting progress to the Development team
- Maintained administrative operations of the Development and Marketing departments by assisting with bookkeeping tasks
- Assisted in the planning and execution of all Blue Friends Society networking events
- Managed the database of over 40,000 donor records (Blackbaud Raiser's Edge)