



VERONICA CLINTON

MARKETING & EVENTS MANAGER



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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

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)