

# AARON PETRAS, MBA

La Crosse, WI 54601 | 507-429-5591 | [apetra25884@viterbo.edu](mailto:apetra25884@viterbo.edu) | Willing & able to relocate

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## Summary

A recent graduate from Viterbo University's MBA program. Master's degree with an emphasis on marketing. Successful marketing, advertising, fundraising, sales, project management, development, and grant writing experience. Strong communication, writing, and teamwork skills, along with advanced computer and technology skills. Open to several different opportunities.

## Education

Viterbo University, La Crosse, WI

Master of Business Administration degree, May 2023

Emphasis: Marketing

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Viterbo University, La Crosse, WI

Bachelor of Business Administration degree, December 2019

Major: Marketing

## CERTIFICATES

Certificate in Servant Leadership – Viterbo University

Social & Behavioral Research – CITI Program

Google Digital Marketing Certificate

**LINKEDIN:** <https://www.linkedin.com/in/aaron-petras/>

## RELEVANT COLLEGE COURSEWORK

Buyer Behavior & Brand Strategy

Social Media Mktg.

Market Research

Business Reporting

Servant Leadership

Global Business Strat.

Web Design Analytics

Integrated Mktg. Communication

## Relevant Experience

### Marketing, Advancement, & Grants Specialist: Family & Children's Center

October 2023 – Present

- Coordinate, write, and submit grant proposals, writing over \$100,000 in grant proposals for numerous agency programs and projects to date.
- Gather, write, and submit follow-up reporting information for previous grants.
- Research and identify new grant opportunities, along with gathering background information for new and existing grant opportunities.
- Helped edit various marketing and promotional materials, as well as the end-of-year giving letter.
- Helped organize and run the annual “Bridges to Better Tomorrows” fundraiser, raising over \$900,000 for the agency.
- Prepare the development department’s update for quarterly board meetings.
- Supported the preparation of annual funding plans; developed an annual grants tracker plan/calendar.
- Maintain the organization’s CRM platform.
- Write donation thank you letters.
- Develop photo and video content for social media and email marketing campaigns.

### Marketing, Administration, & Project Management: La Crosse Symphony Orchestra

June 2021 – September 2023

#### **Marketing:**

- Managed all social media pages (Facebook, Instagram, & LinkedIn) and developed successful organic and paid ads that consistently had a positive ROI and increased followers, engagement, and likes. Ran 2-3 Facebook & LinkedIn ads per month, seeing a consistent increase in donation, ticket, and product sales. Tracked and optimized results.
- Created and managed all email marketing campaigns through Constant Contact. Developed successful email marketing campaigns that routinely had a positive ROI regarding ticket sales, product purchases, and donations. Over 5,000 contacts, an average open rate of over 50%, and an average click rate of 5%.
- Worked alongside the Executive Director and Finance Director on creating the marketing budget for the year.
- Managed the La Crosse Symphony’s website (<https://www.lacrossesymphony.org/>) using WordPress. Created and implemented processes to make purchases more accessible for customers.
- Created flyers, images, and ads (both print and digital) using Canva Pro for concerts, promotions, fundraising events, social media, etc.
- Wrote copy and developed a marketing plan for television and radio ads.
- Wrote grant proposals to acquire additional funds for multiple business projects.

- Created an email marketing plan that produced over \$10,000 in revenue (donations/sponsorships) over one month.
- Organized and maintained the organization's CRM platform.

#### **Project Management:**

- Organized and ran the symphony's annual Symphony for Youth concert two years in a row. Acquired sponsorships through grants, developed the program and promotional items and was the sole individual in charge of running the event from start to finish. Sold out the hour-long concert for students (1,100 3<sup>rd</sup>-5<sup>th</sup> graders).
- Helped organize and run the symphony's annual Valentine Ball two years in a row, raising over \$20,000 each year for their youth education programs. Acquired items for the event's silent auction, as well as ran the fundraising CRM platform.
- Helped organize and run the symphony's annual Conductor Wannabe fundraiser, raising a record-breaking \$80,000 for the symphony and La Crosse-area nonprofits.
- Coordinated summer giving efforts through donation solicitation and paid ad space, personally acquiring over \$10,000 in sponsorships.
- Acquired sponsorships for the symphony's annual coupon book. Was in charge of organizing the coupon book promotion from start to finish.

#### **Administrative Duties:**

- Processed ticket sales, answered the phone and emails, and general customer service/administrative duties
- Ran the box office at all concerts and sold various products at intermission and the end of all concerts. Co-ran each concert alongside the Executive Director.
- Wrote donation thank you letters, end-of-year giving letters, and various mailings throughout the year.
- Helped organize and edit the annual program book and brochure.

### Relevant College Course Experience

#### **Buyer Behavior Project**

- Led a team of three to develop and conduct market research for a major regional healthcare facility to determine the feasibility of new clinic sites
- Developed materials to recruit focus group members from targeted communities and developed a website survey/questionnaire to promote participation and screen participants
- Worked with class members to develop and evaluate focus group questions; facilitated focus groups in five communities
- Reviewed and summarized findings and delivered a presentation of findings to marketing staff at the healthcare facility

### **Marketing Campaign Project**

- Worked directly with a local coffee/bakery shop to develop a marketing and advertising campaign
- Developed a social media marketing plan, as well as radio and television advertisements