



Alex Stinchcomb

MARKETING | GRAPHIC DESIGN | EVENTS



318.230.0513



alex.e.stinchcomb@gmail.com



[Linkedin.com/in/alex-stinchcomb](https://www.linkedin.com/in/alex-stinchcomb)

EXPERIENCE

ASSISTANT PROPERTY MANAGER

Oak Crossing Commercial Development; Lake Charles, LA [April 2021 - Present]

- Execute all event contracts with clients and vendors
- Manage all marketing, graphic design, content creation, social media channels, and website maintenance
- Coordinate and oversee special events
- Maintain event calendar; vendor/client filing system; contracts for all events, tours, and meetings
- Assist in management of tenants on property

MARKETING & DEVELOPMENT MANAGER

Big Brothers Big Sisters of Southwest Louisiana; Lake Charles, LA [March 2018 - April 2021]

- Organized and managed major fundraising events; annual giving program; donor acquisition and major gifts from individuals; and corporate/foundation giving
- External marketing/PR in program, volunteer/youth recruitment, special events, and individual donors
- Development of agency collateral materials including direct mail campaigns, quarterly newsletters, and press releases
- Implemented agency's web-based strategies, including website, e-news communication, and social media channels
- Managed stewardship program for all donors as well as an inventory of major donors
- Conducted public presentations and press/news interviews

SALES MANAGER - CORPORATE MARKET FOR TEXAS & LOUISIANA

Visit Lake Charles; Lake Charles, LA [October 2017 - February 2018]

- Built client relationships with Corporate companies; focus on Houston, TX and Baton Rouge, LA
- Assisted clients visiting area with hotel/venue bookings for meetings/conferences
- Attended in-town and out of town networking events, tradeshows, and functions to build client base
- Input and tracked data in CRM for company accounts

COMMUNITY DEVELOPMENT COORDINATOR

Bossier Arts Council; Bossier City, LA [February 2016 - September 2017]

- Coordinated the Decentralized Arts Fund (DAF) including contracts, state reports, organizing panels, holding training sessions, site visits of DAF recipients, and marketing of program.
- Assisted in marketing, graphic design, press releases, social media, email, and website updates
- Conducted public presentations and press/news interviews
- Managed and organized all gallery spaces: East Bank Gallery, Emerging Artist Gallery, and 1800 Prime.
- Assisted with outreach programs, fundraising, and special events

EDUCATION

Louisiana State University of Shreveport
Bachelor of Fine Arts in Digital Arts
(Concentration in Graphic Design)

SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
iMovie
Public Speaking/Media
Microsoft 365

ORGANIZATIONS

Southwest Louisiana Chamber Alliance
Fusion Five - Young Professional Organization
Chamber SWLA Leadership Graduate 2020
National Association of Fundraising
Professionals (AFP)
Lake Charles Happy Hour Rotary Club
YPI - Young Professional Initiative of NWLA



July 30, 2021

To Whom This May Concern,

2021

Board of Directors:

Josh Darby
President

Melissa Padgett
Vice President

Vic Salvador
Treasurer

Tiffany Abshire
Secretary

Kelly Miseles
Past President

Erica Martin

Ed McGuire

Kaitlyn Gallegos

Erika Carlisle

Velika Hurst

Anthony Celestine

Dan Losey

Alex Stinchcomb was employed as my Marketing & Development Manager from 2018-2021. During her time, Alex was responsible for all internal and external Marketing, Development, Communications, Social Media, Branding, Special Events and Fundraisers, and Graphic Creation of our E-Blasts, Quarterly Newsletters and Website design. Alex was instrumental in implementing internal and external re-branding of the National Big Brothers Big Sisters of America brand reveal in the Fall of 2018, often working with our National BBBSA Marketing Team through the BBBSA Brand Folder.

In the three years Alex was with BBBS SWLA she was successful in creating and implementing three Fundraisers a year that garnered over \$200,000 annually in critical revenue for our mentoring programs in a six-Parish region. In the Fall of 2020 when Hurricane Laura and Hurricane Delta caused catastrophic damage to our city, Alex was the face of BBBS of SWLA. Working closely with relief efforts, disseminating information for our community, and stepping up to wear many hats during a difficult time.

I highly recommend Alex to be a part of your company or organization. She is highly organized, creative, mission-minded, and truly believes in her work and the work of her peers. You would be remiss to not have her on your team.

Sincerely,

A handwritten signature in black ink that reads 'Erin Davison'.

Erin Davison, MBA

Executive Director

Phone: 337-263-4663

Email: edavison@bbbsswla.org