

David J. Hunt

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WORK EXPERIENCE

Public Relations Associate

October 2023 - Present

Christ's Home, Warminster, PA (in office)

- Serve as an account executive, social media marketing manager, staff writer, photographer, and email marketing specialist for a fast-paced nonprofit that serves disadvantaged youth and senior adults.
- Manage a \$82k marketing & advertising budget. Created a budget surplus in 2nd year in collaboration with Vice President.
- Oversee a team of 4 freelancers.
- Key member of development team that broke record for donations raised in one fiscal year at \$4.6 million.
- Key member of 2026 Spring Fundraising Dinner, which raised a best-ever \$235,000.
- Write quarterly donor newsletter, internal newsletter, brochures, donor appeal letters, and press releases.
- Maintain brand inventory and brainstorm ideas for new items.
- Handle all external communication with stakeholders and utilize data analytics to measure success across social media campaigns, fundraising campaigns, and donor retention.
- Oversee current fundraising and created and launched new fundraising campaigns: pickleball tournaments, suitcase donation drive, pillowcase donation drive, back to school appeal, graduation appeal, Mother's Day appeal. Marketed, promoted, and helped obtain donors for each campaign.
- Manage social media pages, creating engaging content for each. Scheduled content calendar, contributing to our annual social media reach increasing from 230k to 670k.
- Implemented AI at company and spearheaded AI policy, guidelines, and guardrails.
- Devise fundraising and social media campaigns, branding ideas, event planning, and other nonprofit functions.
- Host fundraising events and home show events with the goal of obtaining new donors.
- Created a wider digital footprint by creating a LinkedIn account, Amazon Wishlist, Linktree, and QR Codes for our nonprofit.
- Track organization's media mentions and reviews.

Contributing Writer

February 2023 - Present

FanSided, Chicago, IL (remote)

- Produce articles for FanSided's Chicago Bears sports site.
- Deliver in-depth analysis on newsworthy Bears events, including the draft, free agency, and upcoming matchups.

EDUCATION

Temple University, Philadelphia, PA

B.A., Public Relations

SKILLS

Microsoft Office	Account Management	Integrated Marketing & Communications
Event Planning	AI Integration	Customer-Relationship Management
Content Creation	Adaptability	Social Media Marketing
Short-form Video	Fundraising	Budget Allocation
Strategic Storytelling	Data & Analysis	Crisis Management