



MARTAVIA WYNN

Fundraising Consultant & Licensed Georgia Realtor

PROFILE

I am a millennial business development professional with an extensive background in Entrepreneurship, Nonprofit Management, Real Estate Investing, Corporate Communications, Marketing & Charity Event Planning. I am a service and results-driven individual who self-starts, is resourceful, personable, and efficient.

CONTACT

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HOBBIES

Reading
Fictional Writing
Southern Vegetarian Cooking
Creative Art
Traveling

EDUCATION

The University of Georgia

2006 – 2012

Bachelor of Human Development & Family Science

Cornell University

2020 - 2021

Certificate of Women's Entrepreneurship

WORK EXPERIENCE

Boys & Girls Clubs of Athens

Director of Major Gifts

November 2015 – December 2022

- Identification, solicitation, cultivation, and stewardship of high net-worth individuals and foundations for major gifts and bequests
- Create, implement, and evaluate annual development plan designed to secure philanthropic support to achieve organizational and financial goals
- Use wealth screening tools to effectively segment prospects and donors
- Develop and implement strategic plan for \$2.5 million annual budget
- Coordinate quarterly fundraising events- \$80k+
- Events management; committees, developing community resources, generating new ideas, and coordinating meetings
- Digital marketing for capital and planned giving campaigns
- Research and compose grant proposals that generate approximately 30% of annual funding budget
- Create and maintain corporate partnerships through various networking opportunities (local & national)
- Lead content development for social media, radio, television, and print media
- Manage marketing/resource development specialists and interns

Signature Real Estate of Athens

Licensed Georgia Realtor & Investor

October 2016 – Present

- Commercial & Residential Agent
- Represent buyers, sellers, investors, and renters as they navigate the purchase and sell of properties
- Negotiate price and terms in real estate transactions
- Provide guidance in marketing and purchasing property
- Perform Comparative Market Analyses
- Propose solutions to financial and credit barriers to achieve ownership
- Cooperate with appraisers, lenders, attorneys, and inspectors
- Provide recommendations for property improvements and marketability of property

- Promote sales through advertisements, open houses, and multiple listing services
- Maintain and communicate strict contractual deadlines

Goodwill of North Georgia

GoodBiz Business Coach

June 2021– Present

- Annual Contracted Position (quarterly cohorts)
- “Keys to Entrepreneurship” Course Instructor
- Work with participants one-on-one to refine marketing strategies and increase revenue streams
- Develop, tailor, and implement growth strategies which will lead to creation of sustainable job opportunities
- Use various techniques and strategies to achieve established goals based on the participants' business situation
- Face-to-face coaching, video and telephone conferences
- Summarize each coaching session, including notes of business growth/decline and participation then report to Program Director

Professional Football Wives Association

Community Relations Coordinator

July 2015– January 2019

- Report to Executive Director
- Develop and maintain valuable relationships with community members (businesses & individuals) with the goal of saturating community awareness of the organization with a positive perception
- Oversee all community initiative and outreach events
- Develop and create charitable proposals and ideas
- Coordinate scheduling, planning and implementation of all community service events
- Breast Cancer Awareness Fundraisers (American Cancer Society)- Atlanta, Charlotte, & Chicago
- Thanksgiving Turkey Dinner Giveaway (Golden Harvest Food Bank and other sponsors)- Lincolnton, GA
- Adopt-A-Family Holiday Initiative (The Salvation Army)- Jacksonville, Florida
- Domestic Violence/Sex Trafficking Events- Chicago Dream Center and Nashville Dream Center
- Various "Ladies of the NFL" Socials- Multiple U.S. cities

Green Bay Packers Women's Association

Chairman of Board of Directors

August 2009- September 2012

- Direct community events, meetings, and conferences to promote organizational goals and solicit sponsorship
- Volunteer Management
- Monitor budgets, expense reports, and other financial data for fundraising
- Oversee board development and the creation of a culture of philanthropy
- Prepare materials for charitable events, such as sponsorship packets, bid sheets, and gift bags
- Chairwoman of Paul's Pantry Community Food Drive, which raises over a year's supply of food and more than 20K annually (<https://youtube.com/watch?v=PYmyNDCsn3U>)
- Media representative for various events (Radio & TV)
- Decreased expense budget by 12%

