

# ZOIE JORDAN

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Compassionate nonprofit fundraising professional with communications and event planning experience, including certification in Fundraising Management. Strong experience working in multicultural communities with innate ability to cater messages to target groups. Concentrated knowledge in strategic communications benefiting fundraising efforts with particular interest in managing campaigns affecting children's health and development outcomes.

## EDUCATION

### UNIVERSITY OF DENVER, DENVER, CO

*Master of Arts in International and Intercultural Communications, Expected November 2020*

- Concentration: Global & Multicultural Strategic Communications

### UNIVERSITY OF COLORADO, BOULDER, BOULDER, CO

*Bachelor of Arts in Ecology & Evolutionary Biology, December 2017*

## PROFESSIONAL EXPERIENCE

### INTERNATIONAL RESCUE COMMITTEE, DENVER, CO

*Intern, Development & Communications, June 2020 – Current*

- Enhance fundraising appeals by designing creative digital and print communications including booklets, postcards, and impact reports with Adobe Creative Suite.
- Develop and manage a communications content calendar incorporating special events, donor communications, digital fundraising campaigns, social media posts, and other communications across the Denver office.
- Design and lead a strategic communications plan in alignment with IRC Denver's business objectives, including to raise \$50,000 for end-of-year giving in 2020.
- Assist with grant writing and research for general operations and program-specific needs, projected to bring in \$15,000 by the end of October.

### COLORADO TRAVELER MAGAZINE, DENVER, CO

*Coordinator, Social Media, June 2019 – February 2020*

- Created and executed a brand awareness campaign including revamping the company's social media pages and online blog, resulting in a 14% increase in consumer following.
- Enhanced business-to-consumer correspondence by partnering with local photographers and bloggers to feature on social media and in other magazine content.
- Managed and produced all social media material on Instagram and Facebook, including copy and photography.
- Utilized WordPress to develop and publish content to the company's online blog.

### CHILDREN'S HOSPITAL COLORADO FOUNDATION, AURORA, CO

*Intern, Community Fundraising, January 2018 - April 2019*

- Facilitated event logistics including registration, invoicing, volunteer organization, seating support, sales & fulfillment and on-site management for Signature and Special Events, namely *Children's Gala* (\$2.4 million), *Courage Classic Bicycle Tour* (\$3 million) and *Alice Cares for Kids Radiothon* (\$2.35 million).
- Advanced fundraising campaigns by managing relationships with community partners including planning and hosting stewardship events for major donors.
- Increased event revenue of internal and third-party fundraising events by managing the silent auction process, including solicitation, procurement, and organization of in-kind donation items as well as on-site mobile bidding support utilizing GiveSmart.
- Exemplified excellent time management and project management skills through balancing cross-organizational project lists and goals in a fast-paced environment.

**COLORADO “I HAVE A DREAM” FOUNDATION, DENVER, CO**

*Intern, Fundraising & Development, September 2017 – January 2018*

- Built meaningful relationships with new, existing, and lapsed donors through developing various compelling, targeted forms of communication including Instagram account management and development of content for organization newsletters.
- Enriched donor correspondence by producing and executing written solicitations and gift acknowledgements.
- Managed a database of approximately 4,000 donors including data entry and processing.
- Implemented fundraising campaign strategies to bring in monetary and in-kind donations; produced content for and implemented an email campaign that raised nearly \$40,000.
- Aided in the organization and planning of annual Gala where my efforts helped raise \$430,000.

**SKILLS &  
ABILITIES**

**Computer Software:** CRM, Salesforce, GiveSmart, WordPress, Adobe Creative Suite (InDesign, Illustrator, Photoshop), HTML/CSS, Microsoft Office, Constant Contact, Canva, Asana

**Additional:** Verbal & written communications, public relations, relationship building, teamwork, donor education & support, grant writing, digital marketing, interpersonal communication, intercultural communication, time management, critical thinking, detail-oriented, analytical, adaptable, quick and eager learner.