

BRIAN R. FITZGERALD



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Saturday, October 3, 2015

Cary Chamber of Commerce
Attention: Human Resources Department
307 N. Academy Street
Cary, NC 27513

Dear Sir / Madame,

I have relocated to the Raleigh area and I'm currently seeking professional employment opportunities with a non-profit organization or marketing agency. I am very much interested in a position that will continue to utilize my extensive skills and background in fundraising and project management.

I'm an extremely hard-working and determined professional who is confident that my knowledge, ability and experience will allow me to deliver successful results for any organization.

I offer experience in direct marketing and fundraising that get results. Results that save time and money, and raise those critical donations needed and save money in an increasingly competitive fundraising environment.

Please allow me to highlight some of my key skills:

- Strong understanding of the backend analysis process, forecasting and analyzing direct-marketing campaigns.
- Comfortable developing list strategies, list orders and selects which increase response rates, higher average gifts, and lower overall production costs.
- Solid working knowledge of social media sites such as: LinkedIn, Facebook, Google+ and Pinterest.
- Extensive and proven background in non-profit fundraising, print production, and project management.
- Strong client service skills, able to work effectively independently and integrally with other team members.
- Able to effectively manage my time through careful planning and organization of work activities.
- An aptitude for identifying and resolving problems efficiently.
- Excellent communication skills that result in positive interpersonal relationships.
- A track record of meeting deadlines and producing accurate work of a high standard.
- Proven ability to make sound decisions based on valid information.
- The capacity to learn and and apply new information quickly and accurately.
- Strong computer skills with proficiency in MS Office.

I hope this brief summary has helped to described some of my experience and provides you with a better understanding of my capabilities. I have enclosed my detailed and confidential resume for your careful consideration and review.

If you are looking to fill a position that would benefit from a background such as mine then I feel confident that a short conversation about my experience and your current needs would be mutually beneficial.

However, if you currently do not have an opening but know of someone who might benefit from my experience, please feel free to forward my credentials.

Thank you for your time and consideration.

Sincerely,

Brian R. Fitzgerald
Enclosure

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CORE COMPETENCIES

- Election & Campaign Fundraising
- Life Cycle Donor Analysis
- Non-Profit Fundraising
- Variable Data Printing
- Environmental & Cause Marketing
- Database & Segmentation Analysis
- Project Execution & Logistics Management
- Personalization Services
- Backend Cost Analysis
- Direct Response Marketing
- Integrated Marketing
- Membership & Retention
- Print Production
- Donor Branding & Retention
- USPS Mail Regulations

PROFESSIONAL EXPERIENCE

TRIANGLE AMERICAN MARKETING ASSOCIATION, Raleigh, NC

Co-Director of Membership Mailings and Analytics (Current)

- Membership retention and recruitment strategies managed using Salesforce Small Business CRM & Contact Manager Software.
- Conduct and manage bi-monthly direct marketing efforts including vendor relationships, bidding and printing stages, data processing and personalization, invoice reconciliation.

BASE CONNECT, Washington, DC

Director of Production (2003-2014)

Extensive experience in direct-response marketing, non-profit fundraising and production management at both agency and non-profit levels. Experienced developing fundraising strategies, package design and creative proven to increase response rates and average gifts while ensuring accurate and timely delivery of campaigns and projects.

Strong ability to forecast and analyze direct-marketing results and make adjustments for future rollouts. Adept at working integrally with both team members and client base. Excellent communication skills, extremely detailed-oriented and highly experienced producing, and tracking high-volume direct-response marketing programs.

- 35 Million direct-marketing pieces produced annually through effective vendor selection and workflow management.
- Solid working knowledge of metrics, list segmentation and targeted marketing strategies to create detailed list selects for highly targeted direct-response campaigns.
- Strong working knowledge of USPS guidelines and procedures – tracked postal regulations and new technologies through the “USPS Pricing & Classification DMM Advisory” while updating staff and clients as needed.
- Reduced purchasing costs between 16.5%-23% through effective vendor negotiation.
- Streamlined production timelines and schedules to more efficiently track campaigns which increased monthly production output volumes by 17%.
- Effectively reduced postage costs by 6%-39% and mail stream integrity through full service IMB, Expedited, International, Commingling, and Drop-shipping services.
- Budgets, backend cost analysis and detail reports managed using proprietary accounting and segmentation tracking software.

BACHURSKI ASSOCIATES, Washington, DC

Director of Production (1998-2003)

- Efficiently managed production staff resulting in proactive approaches to addressing production issues, adjusting timelines and keeping campaigns on-schedule.
- Utilized QuarkExpress and PageMaker software to create and edit layouts and comps used in pre-press departments.
- Excellent proofing and editing skills – consistently caught and prevented costly vendor production errors.
- Knowledgeable conducting press-checks to ensure best practice standards for high-end marketing campaigns.
- Diverse knowledge working with various premium formats.

THE CONCORD COALITION, Washington, DC

Assistant Development Director (1996-1997)

- Successfully implemented a \$1.2 Million Net generating direct-mail fundraising program.

MALCHOW, ADAMS & HUSSEY, Washington, DC

Account Representative (1994-1996)

- Managed several multi-channel direct-mail fundraising campaigns, assisted creating direct-marketing budgets, and helped reduce overall program costs by 6.7 percent for five non-profit clients.

UNITED STATES PEACE CORPS, Washington, DC

U.S. Peace Corps Volunteer (1989-1994)

- Implemented several USAID and UNDP funded development programs in The Republic of Philippines and Ghana, West Africa.

COMPUTER PROFICIENCY

- Microsoft Windows 10, Microsoft Office 365 (Small Office Premium), Microsoft Office Suite 2013/2010/2007 (Home & Small Business Edition) – Word, Excel, PowerPoint, OneNote, Outlook, Publisher and Access.
- Salesforce Small Business CRM & Contact Manager 2015
- Quark Express 10.0
- PageMaker 7.0
- Mozilla Firefox ESR 33.0/FTP 26.0
- Adobe Acrobat XI

EDUCATION

New England College, Henniker, NH (1989)

- Bachelor of Arts (B.A.) in Political Science and Business Administration

St. Claire's Hall, Oxford, UK (1988)

- (Michaelmas Term) Liberal Arts Programme At University Level, Studies: Political Science and European History

Leadership Institute, Arlington, VA (2015)

- Certificate in Written Communications and Public Policy Analysis

MEMBERSHIP AND VOLUNTEER EXPERIENCE

- Triangle AMA | American Marketing Association (AMA) – Member
- Charlotte Direct Marketing Association (CDMA) – Member
- Wake County Board of Elections – Chief Judge Precinct Official (2015-2017 Election Cycle)