



# ALEX GORNIK

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Project and Campaign Manager that achieves results and meets project deadlines and budget. Marketing expert especially with small business's business and marketing plans and marketing activities. Proficient in online and in person marketing tactics to increase awareness and participation.

Event production, planning, and development.

Excellence in fundraising, donor development, donor development process planning, donation procurement. Volunteer manager, recruiter, Succession planner.

Love for data, organization, planning, and process development.

## EXPERIENCE

<p>Alex Gornik LLC 2021 - present</p>	<p>MARKETING COMPANY CEO Most clients are small, niche markets that require specialized and creative plans to meet their target market. Clients and Projects include: Cathedral District - Jax, Inc.: Holiday event production, including creating a timeline, project plan, marketing plan, vendor list, and budget within 3 months. Introduced event management software, CRM software, in house communications shop, donor stewardship plan, process development, data entry, data manipulation and analysis. Goldstar Puppy Academy: Created an online marketing and social media plan to increase SEO and brand awareness in the market.</p>
<p>Eiko School, Iwakuni, Japan 2020-2021</p>	<p>ENGLISH TEACHER While living abroad for two years I taught English to students from age three to 93. Depending on the size of the class and goals of the students I designed curriculum based on the students interests or followed curriculum that supplemented their school requirements. I also took lessons in Japanese from another teacher to better communicate and explain concepts to students and their parents. Position skills required patience, communication, conflict resolution, and problem solving with others who did not speak the same language.</p>
<p>March of Dimes, Jacksonville, FL 2018-2019</p>	<p>SENIOR DEVELOPMENT MANAGER Responsible for donor recruitment, development, cultivation and activation, and production of city wide March for Babies event for over 3,000 people with a \$300k budget. Developing new fundraising prospects by soliciting sponsor prospects,</p>



	<p>corporate fundraising teams, and managing an individual giving portfolio. Other duties included managing a full time development specialist and Executive Leadership Team of community and business leaders.</p>
<p>Friends of Youth, Seattle, WA 2016-2017</p>	<p><b>VOLUNTEER AND IN KIND DONATION MANAGER</b> Developed and instituted business standards for volunteer database. Recruit and oversee volunteers in several unique service programs and develop partnerships with volunteers and corporations for possible sponsorships. Solicit and manage wish lists for in kind donations as well as distribution of goods to achieve a budget of \$400k in value. Production of events and programs engaging volunteers and donors with the organization. Greatest accomplishment within this role is writing a complete guide of how to do this role including timelines, email templates, contacts, ideas for future planning, and established data guidelines which is still used today.</p>
<p>Girl Scouts of Western Washington 2012 - 2016</p>	<p><b>AREA MANAGER and RETENTION COMMITTEE CHAIR</b> Recruit and oversee over 600 volunteers in the Seattle area, recruiting and strengthening 10 operational volunteer teams and initiating networking between volunteers to help solve problems. Lead annual retention campaign for over 25,000 girls and their families by spearheading a team of interdepartmental staff to produce a complete campaign and increasing early renewal 5% in 2015.</p>
<p>Girl Scouts of Oregon and South West Washington 2011-2012</p>	<p><b>VOLUNTEER AND RECRUITMENT MANAGER</b> Recruit and retain over 650 girls and 400 volunteers in diverse communities in Oregon and SW Washington through events and partnerships. Provided conflict resolution solutions for parents and girls as well as recruiting new volunteer leadership within each community. Created and delivered short term program opportunities to over 200 girls in a single event in partnership with Westfield Shopping Centers and several businesses.</p>
<p>Girl Scouts of Gulfcoast Florida 2009 - 2010</p>	<p><b>COMMUNICATIONS AND MARKETING DIRECTOR</b> Public relations and marketing for over 7 counties in Florida including all print and electronic newsletters including the annual report. Led the organization through a national rebranding and updating all digital and print materials. Developed and created materials for 4 unique fund development events including sponsorship packets, invitations, programs and advertising. Provided leadership support working with Board Members to activate two of the events including a completely new concept. Initiated website redesign and newsletter redesign and content goals.</p>



## EDUCATION

University of North Florida 2003-2006	BACHELOR OF SCIENCE, COMMUNICATIONS Major in Communications and Advertising, Minor in Photography
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## CORE COMPETENCIES AND AREAS OF ACHIEVEMENT

Technology	Microsoft Office Suite, Adobe Creative Suite, CRMs including: Salesforce, Every Action, Personify, InfoScout, Sharepoint, Raisers Edge, Digital Cheetah, Google Drive functions, and Social Media Platforms.
Core Skills	Project Management, Event Production, Marketing, Social Media Marketing, Email Marketing, Process Development, Website editing and SEO functions, Conflict Resolution, Crisis Management, Situational Coaching, Volunteer and Staff Training, Volunteer Management, Public Relations, Recruitment, Retention, Relationship Building, Data Analyst, Operations and Client Management
Communications	Write and distribute press releases and track results. Develop social media guidelines and campaigns. Improve and redesigned newsletters and website through existing templates and platforms that the client subscribes to. Write and produce annual reports and print collateral. Guest Blogger and editor for clients writing to align with communications best practices and marketing plans.
Fund Development	Fundraising event management including galas, auctions, and large scale peer to peer fundraising events to achieve 3 to 1 budget income. Procurement and in kind donation campaign management. Supervised board fund development event committees. Secured sponsorships and partnerships with companies and organizations. Developed new fund raising strategies, events and creative ways to earn funds for small and large nonprofits. Consultant supporting fundraising CEOs.
Volunteer Management	Recruit, train and mentor volunteers for program, fund development, and communications positions including training and support for succession planning. Facilitate difficult conversations for effective conflict resolution between adults and children. Developed onboarding business processes and data reporting procedures and trained staff on how to manage and retain volunteers. Team lead for retention campaign for



	two years to increase early membership renewal by 5% over the previous year.
Technology and Data Management	CRM database administrator including database conversion. Salesforce staff trainer. Data analyst for membership department serving as the go to member for reporting and numbers. Developed and set data standards for volunteer database in Raisers Edge. Master of excel formulas and workbooks to share membership trends and needs. Master of google analytics to show growth through different marketing tactics to help companies do more of what works and less of what doesn't.

## COMMUNITY INVOLVEMENT

Junior League 2009 - 2018	Fundraising committee chair for several events and activities.
PANCAN 2019 - present	Social Media Chair and Website Design