

David Fox

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MyFoxWorks LLC

Non-Profit Digital Guide

2018 - present

- Manage the implementation of new donor management and communication software for 5 clients including providing training and technical support resulting in a 15% increase in engagement for one client.
- Develop and synchronize marketing campaigns across print, email, social channels, and live events unifying messaging and generating a 50% growth in annual donations for one client.
- Oversee Google Ad Grants eligibility and execute Ad Words campaigns with budgets of up to \$10,000 monthly as a part of non-profit fundraising campaigns.
- Guided and trained 3 clients to transition their events online due to the pandemic by utilizing new SaaS platforms, raising over \$1,500,000 for a single client.
- Ensure on-time deliverables through regular syncs and presentations to boards, key stakeholders, and executive directors.
- Serve as liaison between SaaS vendors and my clients, outlining clear solutions and realistic timelines while championing client needs.
- Establish new donor nurturing techniques through responsive and automated communication.
- Train development teams on database policy and best practices; aid teams in establishing key metrics and high-level reporting across platforms such as Google Analytics, Mailchimp, and Constant Contact.

Grace Church

Director of Events & Visual Communications

2015 - 2018

- Consulted on the implementation team responsible for managing the organization's migration to a new CMS/CRM platform called The Rock.
- Managed over 100 volunteers' recruitment, training, and retention on Planning Center.
- Organized, communicated, and executed events annually, including the Global Leadership Summit attended by over 1800 people and receiving the highest surveyed user experience.

InHealth Technologies

Marketing and Brand Manager

2012 - 2015

- Created marketing strategy, content, and budget for product launches and ongoing communications.
- Managed product marketing initiatives for B2B and B2C clients.
- Designed promotional material in collaboration with sales team to reach new markets.

Education and Accolades

Palm Beach Atlantic University, BA in Communications

Vertex School Graduate–Game Dev. for C++ & Python

Year Long Residency at Grace Church

Proficiency

Bloomerang, Microsoft Office, WordPress, Slack, Google Admin, Squarespace, Loomly, Donorbox

Project Highlights:

- Led an 18-month rebranding, after which 91% of surveyed audience was able to clearly describe client's mission.
- I am managing my job hunt by learning SQL and relational tables to track companies, contacts, and job descriptions.