

Katherine Doyle

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PROFESSIONAL SUMMARY

Highly motivated professional, experienced in collaborative planning, policy and advocacy. Passionate about sustainability, conservation and environmental justice. Seeking a career in community engagement, campaigns or fundraising.

WORK EXPERIENCE

Coordinator June 2022 - Present

Community Giving and Engagement

Mile High United Way, Denver, CO

Actively stewards and solicits gifts from individual donors through personal contact and correspondence
Educate and engage donors in the Mile High United Way movement with the goal to begin and increase their personal giving
Develop and implement annual and long-range plans for individual portfolio of donors who give between \$1,000-\$10,000
Manage a portfolio of corporate relationships and workplace giving campaigns
Assist with the development and implementation of annual and long-range plans for individual donors to increase giving and participation
Assist in the development and implementation of donor recognition
Provide input on the creation of collaterals related to annual individual donors
Research and maintain current and prospective individual donors within portfolio
Cultivate and steward donors within portfolio to encourage donor engagement with Mile High United Way and increase giving levels
Support corporate partner campaigns and cultivate relationships with employees to garner individual support and engagement
Document donor contacts and activities in Salesforce CRM system

Community Engagement Manager November 2021 - May 2022

Off The Muck Market, Canastota, NY

Developed and maintained beneficial relationships with organizations
Collected and analyzed data to identify community needs
Collaborated with programs and community organizations to organize events
Assisted with development of outreach and marketing strategies
Assisted with researching and writing grants

Customer Service Manager May 2020 - November 2021

Off The Muck Market, Canastota, NY

Trained associates on customer service tactics and evaluated performance
Created and reviewed invoices to maintain accuracy while working with customers to answer questions and address payment issues
Retained accounts by addressing potential cancellations and offering catered solutions to maintain account status
Collected customer feedback and made process improvement changes
Contacted existing and prospective customers by phone or email on consistent basis, which resulted in regularly surpassing sales targets
Performed payroll duties, ordered supplies and other administrative duties

EDUCATION

Canisius College, Buffalo

B.A. Environmental Studies
B.A. Communication Studies

Concentration:
Advertising/Marketing

Minors:
Sociology
Enviro. Sustainability

SKILLS

Interviewing & Training
Customer Needs Assessments
Conflict Resolution
Networking & Fundraising
Customer Growth & Retention
Process Improvement
Strategic Philanthropy
Educating & Grant Writing

Call Center, Student Manager**Fall 2018 - March 2020*****Canisius Fund Call Center, Buffalo, NY***

Influenced alumni, community, and organizations to donate (2,966 donors)

Oversaw 15 student workers manage time and call reports

Assisted Canisius Fund in breaking record campaign level of \$1,175,069

Environmental Policy & Advocacy Intern May 2019 - August 2019***Onondaga County Office of the Environment, Syracuse, NY***

Assisted county research to support a bill imposing fee for paper bags

Inspected land erosion and water pollution caused by mudboils

Inspected lake site to ensure wastebed cover systems are compliant

Defined areas of public restriction on access to trails to protect nesting areas

Assisted with public survey on site location for proposed Onondaga Lake Beach

Assisted with preparation of a public meeting for Onondaga Lake Projects

Marketing Intern**Jan 2019 - May 2019*****Ronco Communications, Tonawanda/Buffalo, NY***

Collaborated with team members to help expand marketing channels

Contributed to mock-ups, email campaigns and social media content

Conducted consumer surveys and gathered data on purchasing habits

Analyzed SEO outreach goals and presented findings to director

Posted regularly on blog and other social media outlets to increase retention,
acquisition rates and levels of engagement with blog

Assisted in rebranding of company logo and business card