

# MELISSA J. HAYES

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## Summary of Qualifications

- Direct experience with marketing and fund development in large scale corporations and non-profits
- Extensive background and knowledge managing and coordinating large scale events, including leadership experience in numerous large organizations
- Outgoing, Driven, Hardworking, Personable, Organized

## Education

### Bachelor of Arts in Communication

Arizona State University, *College of Liberal Arts and Sciences*  
Minor- Special Events Management, *College of Public Programs*

September 2008 - May 2012  
*magna cum laude, Dean's List*

## Related Experience

### Development Assistant, Arizona Science Center, Phoenix, AZ

Aug. 2012-June 2013

- As a member of the Development team in this successful and nationally renowned Science and Technology museum, assisted in all aspects of fundraising with a fiscal year goal of \$1.3 million raised
- Solely responsible for all donation processing, using a donor database of over 15,000 donors, from receiving the donation to the acknowledgement
- Hands on role in the planning and execution of the annual Galaxy Gala event, with a working budget of \$150,000 and raising over \$600,000 for STEM Education
- Responsible for the planning, preparation and assistance in managing bi-monthly VIP donor events
- Managed and reported all Development financials, against both monthly and fiscal year goals, to the entire team

### Intern (Jan.-May) Event and Development Assistant (May-Aug.), Ryan House, Phoenix, AZ

2012

- Recruit, organize and manage volunteer program for 200 plus volunteers for various fundraising events
- Coordinate grant filing process and assist in the management of funder relationships, writing grants, as well as researching new prospective donors
- Manage all donors and donations, monetary and in-kind, and log and acknowledge appropriately, using a donor database
- Represent Ryan House at community events and assist in the planning and day of support at events
- Maintain an orderly office and handle all administrative work in this rapidly growing non-profit

### Marketing Intern, Vestar Development Co, Tempe, AZ

Jan. 2011-May 2011

- Managed all marketing for Tempe Marketplace, a popular, urban feel, outdoor shopping and dining area, and 6 other comparable centers
- Responsible for management and update of electronic marketing, website and social media outlets
- Contributed to the production and facilitating of several large-scale events and fundraisers with attendance between 500-2,000 people.
- Facilitator in the management and maintenance of current tenants, advertisers and promotions

### Social Chairman & Greek Week Director, Chi Omega Women's Fraternity

Sept. 2008-May 2012

- Independently planned, organized and facilitated over 10 large scale events with a working budget of \$30,000
- Organized and coordinated annual week long series of community wide events
- Served on Executive Board responsible for overall management and direction of this 160 member organization

## Additional Experience

### Server, RnR- EEG Concepts, Scottsdale, AZ

March 2010-June 2013

- As a member of the staff since RnR's opening, responsible for providing friendly and professional customer service in this modern, fast paced work environment.

## Skills

Microsoft Office and Outlook proficient, Mac OS X, Conversational Romanian, 7 years leadership experience as Student Senate President and Class Secretary, Cumulative 40 volunteer hours with homeless and at risk youth, 8 years experience in the restaurant and hospitality industry.