

Vicki A. Lipinski

Dedicated leader with nearly 20 years of experience furthering the missions of organizations that help others.

Skills

- Relationship development
- Budget development and oversight
- Planning and execution in fund development, marketing and communication activities
- Event planning and execution
- Public speaking and presentation
- Social media planning and execution

Summary

Selected Experience

April 2015 – Present

Daystar, Inc – Executive Director

- ❖ Responsible for the strategic direction and daily operation of a transitional living facility for women fleeing domestic violence.

April 2012 – December 2014

Stillwaters Cancer Support Services – Marketing & Fund Development Director

- ❖ Implemented a giving society to build the foundation for longer term major gifts
- ❖ Created, implemented and promoted an award to recognize healthcare partners
- ❖ Created and implemented strategies to grow foundation funding
- ❖ Converted client and donor database to a single system, customizing several elements and segmenting the information for specific purposes
- ❖ Developed and implemented social media strategies
- ❖ Updated and implemented policies and procedures
- ❖ Lead the Marketing and Fund Development committee, participated in Board Meetings, and worked with the Finance Committee
- ❖ Planned and executed two major annual events and several smaller events
- ❖ Built relationships with donors, clients and partners to strengthen the support for Stillwaters

March 2006 – January 2012

Procorp Enterprises LLC – Marketing & Sales Coordinator

- ❖ Created and implemented a comprehensive marketing strategy for the company as a whole as well as individual target markets
- ❖ Generated and maintained the budget for the marketing and sales areas
- ❖ Designed marketing collateral including brochures, press releases, and case studies
- ❖ Oversaw all aspects of company web-site including design, content, search engine optimization and metrics
- ❖ Provided inside sales support to President and engineering sales staff
- ❖ Qualified incoming leads
- ❖ Designed and implemented tradeshow plan including identifying the

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- tradeshows, booth space, booth design, collateral and presentations
- ❖ Identified opportunities for presentations to targeted audiences
- ❖ Prepared presentations, proposals and reports
- ❖ Monitored and responded to trade publications and associations
- ❖ Built relationships with partners, customers and vendors
- ❖ Worked with State agencies and associations on regulatory and legislative rulings that impacted our industry and our clients

June 2005 - February 2006

Capitol West Academy – Administrative Support

- ❖ Maintained positive relationship with CWA families
- ❖ Answered all incoming communications
- ❖ Created and distributed weekly newsletters
- ❖ Managed grant funds and reporting including learning and utilizing the WUFR accounting system
- ❖ Created and implemented new policies and procedures
- ❖ Prepared materials for and participated in board meetings
- ❖ Marketed CWA to prospective families and potential supporters
- ❖ Managed state and charter authority reporting

August 2002 - May 2005

**Growth Design Corporation - Project Specialist & Marketing
Coordinator**

- ❖ Teamed with consultants and senior strategists to assist clients
- ❖ Established strong working relationships with a variety of consultants located across the country
- ❖ Created, populated, and maintained a proposal tracking system using Access
- ❖ Developed and implemented a new image for all marketing materials, including a new general brochure, web site, leave behind marketing pieces and other template type materials
- ❖ Refined, cataloged, and reformatted basic information pieces about Growth Design for consultant's use
- ❖ Coordinated and tracked consultant client development activity including call reports, correspondence, and proposals
- ❖ Restructured and maintained a contact database using ACT!, created regular reports used by the management team
- ❖ Provided the management team with regular status reports around client development and marketing activities
- ❖ Created and maintained internal and external communication tools such as the web-site, electronic news letters, and other printed materials
- ❖ Researched potential clients and worked with consultants to strategize around approach
- ❖ Planned and coordinated special events and meetings for a variety of groups including clients, prospective clients, and internal groups
- ❖ Developed invitations and invitation lists, booked musical talent, planned menu and booked caterer, created appropriate ambiance, created and sent press releases, acted as corporate hostess

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- June 1998 - August 2002** **UWM Foundation, Inc.** - Development Assistant
- ❖ Worked with the Vice Chancellor for Development and Director of Development to support their daily activities
 - ❖ Coordinate and staff meetings and events with University and Community leaders
 - ❖ Staffed both internal and external campaign planning committees in preparation for the University's largest comprehensive campaign
 - ❖ Acted as a liaison between consulting firm and the UWM development office
 - ❖ Assisted in the Coordination of the Chancellor's activities as they related to cultivation and stewardship toward major gift activities
 - ❖ Served on the committee that planned and implemented the Chancellor's holiday Parties
 - ❖ Assisted in the oversight of the Chancellor's international cultural mission opportunities and helped coordinate domestic alumni and friend gatherings
 - ❖ Supported Chancellor Zimpher's efforts as Co-chair of the Judith Stitt Faculty Scholar Award offered through the Wisconsin Women's Health Foundation. This included staffing and serving on a committee of community leaders to raise funds for this award
 - ❖ Assisted in the planning and implementation of UWM's internal annual campaign - including peer-to-peer solicitations and a large community-wide culmination event
 - ❖ Staff the Cornerstone Campaign committee for the School of the Arts - an effort to raise \$8 million dollars to purchase and renovate Temple Emanu-El for a premiere performance and education space
 - ❖ Assisted in the design, production and distribution of the UWM Foundation Annual Report
 - ❖ Assisted in the organization of donor cultivation events and recognition opportunities for UWM's donor clubs

August 1997 - June 1998 Milwaukee Jewish Federation - Assistant to the Director of the Women's Division

Education

Capella University
Bachelor of Science – Business Administrations
September 2008
Magna Cum Laude

Capella University
Masters in Business
December 2010
Magna Cum Laude

Additional employment details and references furnished upon request