

ZOREEDUA V. PERKINS
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Highlights:

- Researched and prepared presentation for business economic development in Milwaukee.
- Researched and analyzed the economic effectiveness of the Historic King Drive Business Improvement District resulting in a 15 page research report and class presentation on the findings.
- Applied political frameworks and system theories, leading to recommendations for improvements in the current elder care services provided in Milwaukee County.
- Applied the supply and demand theory of economics to conduct a Social Security trend analysis.

Work History/Experience:

YWCA of Greater Milwaukee, Milwaukee, WI 2002 – Present
Fund Development Administrator

- Represent the YWCA through both television and radio interviews focusing on fundraising.
- Cultivate all donor and volunteer relationships.
- Planned the agency's largest fundraiser for nearly 2,000 guests (Circle of Women).
- Increased individual giving by 15% and corporate and major gifts sponsorships by \$100,000.
- Grew table sponsorship for the annual Leader Luncheon event by 5% while securing more than \$40,000 for YWCA programs and services.
- Secured in kind donations for both Leader Luncheon and Circle of Women™ resulting in more than \$50,000 in donated support.
- Managed the workflow of volunteers and YWCA support staff for events all special events.
- Coordinated and facilitated all volunteer committee meetings.
- Collaborated with various YWCA departments design all PR materials for special events.
- Supervised more than 40 volunteers for both the Circle of Women™ event and Leader Luncheon resulting in more than 100 volunteer hours.

Future Milwaukee, Milwaukee, WI 2002
Project Manager (Intern)

- Planned the agency's 25th anniversary celebrating 25 years of Leadership Milwaukee.
- Secured presenting sponsorship of \$2,000.
- Recruited a volunteer committee.
- Designed recognition program for 350 guests including working with various media outlets, vendors, and elected officials.
- Fostered relationships with Future Milwaukee alumni through PR materials.

Robert W. Baird & Co., Inc., Milwaukee, WI 1998 – 2002
Compensation Assistant

- Researched and analyzed compensation salary data for exempt and non-exempt staff resulting market adjustments of 3.5% (avg.).
- Facilitated year-end performance review training for senior management staff.
- Directed 360 Feedback process for Sr. Level staff to promote personal development and enhance leadership abilities.
- Facilitated quarterly job evaluation meetings.
- Processed all unemployment claims.
- Managed employee recognition program.
- Maintained HRIS system for employee records.

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Milwaukee Psychiatric Hospital, Wauwatosa, WI
Human Resources Assistant

1997 – 1998

- Prepared bi-weekly payroll for 275 employees.
- Managed the new hire processes by completing all new hire paperwork, completing employee reference checks, and scheduling pre-employment physicals
- Maintained employee benefits including open enrollment and Cobra.
- Facilitated new hire orientation.

Education:

Alverno College, Milwaukee, WI

Bachelor of Arts Degree
Community Leadership &
Development

May 2002

Future Milwaukee, Milwaukee, WI

Leadership Milwaukee

May 2003

Professional Affiliations:

Children's Health Education Center (CHEC) Board Member
Association for Women in Communications (AWC)