



**AMANDA UNDERWOOD**

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### Education:

**Master of Arts in Strategic Communications**, University of Minnesota | 2014

Coursework in: Brand Strategy, Research Methods, Planning and Evaluation, Advertising Theory

**Bachelor of Arts in English**, Grinnell College | 2010

**Summer Institute in Art Museum Studies**, Smith College | 2010

### Skills:

**Software:** Microsoft Office, Adobe Creative Suite, CRM systems (various)

**Web:** Facebook, Twitter, Flickr, Pinterest, WordPress, LinkedIn, Intstagram, Constant Contact, Lyris, MailChimp

### Work Experience:

**Donor Relations Coordinator**, Macalester College, St. Paul, MN | Dec. 2013 – Present

- Project and creative manager for annual stewardship communications program serving 600+ donors
- Content strategist and writer for financial reports and impact statements for endowments over \$50,000
- Arrange opportunities for donors to meet scholarship students and visit named spaces on campus
- Oversee acknowledgement process for tribute and memorial gifts, including donor correspondence
- Manage catering, invitation, and program for donor recognition events involving 10 – 250 guests
- Collaborate with gift officers to provide materials for solicitation, qualification, and stewardship visits
- Maintain digital archive of donor correspondence and create reports from donor database as needed

**Alumni & Development Assistant**, University of Minnesota College of Design, St. Paul, MN | Dec. 2011 – Dec. 2013

- Managed content, execution, and evaluation for alumni e-communications and email fundraising
- Coordinated ongoing gift acknowledgement process and created stakeholder reports as needed
- Researched alumni giving, implemented strategies, and evaluated campaign performance quarterly
- Collaborated with in-house editor on donor and alumni features for college magazine and website
- Arranged logistics for public and private events, including invitations, registration, and speechwriting
- Served as lead for database reporting, gift entry, and demographic information
- Created integrated marketing calendar for college email, events, print, web, and social media

**Development Intern**, Minnesota Children's Museum, St. Paul, MN | Sep. 2011 – Dec. 2011

- Wrote content for donor communications including acknowledgements, appeals, and newsletters
- Wrote press releases and web copy for upcoming exhibits and events
- Updated and re-categorized donor data using Raiser's Edge database, contributed to grant research

**Retail Manager & Community Events Coordinator**, Sweets Bakeshop, Minneapolis, MN | Aug. 2010 – Sep. 2011

- Planned special events and promotions, and acted as company representative for press
- Wrote press releases, pitched to journalists, and co-managed web and social media accounts
- Assisted customers with purchases and orders, answered telephones and email

**Publicity Intern**, Lola Red Public Relations, Minneapolis, MN | Dec. 2010 – Mar. 2011

- Wrote pitches, press releases, and social media copy for local, national, and nonprofit clients
- Planned long and short term publicity strategies, executed web 2.0 promos reaching 4,000+ followers
- Tracked media coverage, calculated ad equivalencies, and wrote weekly company newsletter