

# EILEEN BOBOWSKI

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## OBJECTIVE:

To pursue the a new opportunity in the for profit or non profit sector

## BACKGROUND SUMMARY:

- Develops and enhances expansive professional relationships with donors, businesses, community, civic organizations, government entities and individuals to further an organization's mission and message.
- Proficient in marketing, communications, development, organizational operations, program management, budget and finance management, and fundraising.
- Highly successful in community engagement, multi-media, development, and outreach efforts culminating in directly reaching an audience of over 700,000 having a publicity value of almost \$75,000; and advancing in-kind supporter donations reaching and exceeding \$150,000 from multiple donors and community partners.
- Cultivated & increased lasting relationships with; the community, individual donors, volunteers, media partners and corporate & government leaders in support of various organizations.
- Expert ability to research, analyze and evaluate information, make solid recommendations, and back up those decisions with accuracy.
- Identifies, and partners to identify market development tools and strategies to best enhance program and agency outreach into the community.
- Highly successful event planning professional, including corporate and social service engagement and recognition events.
- Advocate for, raise awareness and educate the community: with organizations such as Pinky Swear and Camp Fire's multiple programs (membership & development); and in prior capacity with Catholic Charities' TurnAround program (program with reduced recidivism in former offenders), in a continuing effort to create long-term sustainable funding.
- Effectively created content and increased earned media engagement by over 150% for organizations via Facebook, Twitter and LinkedIn and others outlets.
- High level ability to interpret and apply program and organizational guidance, policies and procedures.
- Highly effective at earned media engagement with both local and national outlets; boosting efforts which culminated in directly gaining larger audiences and increasing publicity values for the agencies.
- Produced & updated video content for the Pinky Swear Foundation, Camp Fire National Headquarters, Catholic Charities, and the YMCA of Greater Kansas City.
- Strong media outreach and writing skills, including for industry newsletters and large media events.
- High level of intensive, collaborative, consultative experience and success.
- Administration and managerial experience.

## PROFESSIONAL EXPERIENCE / WORK HISTORY:

**February 2017 to May 2018 POSITION: Area Director, Full Time Permanent Appointment, Pinky Swear Foundation PO Box 20292, Kansas City, MO 64192** Area Director for Pinky Swear in KC & Omaha regions, Pinky Swear helps families with financial and emotional support, while their child is battling pediatric cancer. Responsible for supporting these regions with community development, events, fundraising and advocacy. The AD worked closely with the senior leadership team to implement all aspects of development for Pinky Swear, including fundraising and events. The AD managed fundraising and community development activities including Community Advisory Councils, Youth Leadership Councils, events, partner hospitals, patient families, corporate partnerships, and fund development activities. Additional responsibilities included supporting and stewarding any national sponsorships that have fulfillment requirements within the market, providing effective communication to appropriate staff around fundraising activities and community building. The AD also managed messaging and communications strategies, including marketing, public relations and earned social media related to community development and fundraising efforts for the Kansas City & Omaha regions.

### **November 2014 to December 2016**

**Position: Manager of Development and Communications; Full Time Permanent Appointment, Camp Fire National Headquarters 1801 Main Street, Kansas City, MO 64108** Areas of responsibilities included but were not limited to managing extensive donor/supporter fundraising and development, program expansion, community engagement, communications/marketing/social media/writing, and media relations. As the Manager of Development and Communications with Camp Fire National Headquarters, responsibilities included developing donor relationships; researching, preparing, garnering direct and indirect, monetary and in-kind giving initiatives. Providing education, training, council support, expertise and consultation to potential donors, program partners and interested parties; Administers, coordinates, manages and evaluates projects/programs; Establish and monitor donor/funder performance measures; Developed, planned, organized, executed and led special events, programs, and conference and retreats; Planned multiple events including the national Absolutely Incredible Kid Day ®(AIKD) event; and led collaboration between Camp Fire National Headquarters, councils, schools, civic organizations, parents and potential donors in order to grow and engage with impactful community-guided youth development programs.

### **February 2013 to October 2014**

**Position: Resource Development / Marketing & Communications Specialist; Full Time Permanent Appointment, Catholic Charities of Kansas City – St. Joseph, Inc., 4001 Blue Parkway, Kansas City, MO 64130** Areas of responsibilities included but were not limited to extensive donor/supporter fundraising and development, program management, research, writing, and media relations. As the Resource Development / Marketing & Communications Specialist with Catholic Charities of Kansas City–St. Joseph, was responsible for developing donor relationships; researching, preparing, garnering and administering donors' vast giving initiatives – direct and indirect, monetary and in-kind. Highly engaged marketing professional with proven leadership experience in large corporate, and non-profit environments. Provided education, training, technical assistance, expertise and consultation to internal staff, and external interested parties and prospective donors; Administered coordinated, managed and evaluated performance initiatives, projects/programs; Responsible for administering and managing a variety of post-award donor giving and grants project tasks including conducting reviews and analyses to identify and address and resolve any issues; Established and monitored performance measures; Reported all initiatives, measures and outcomes of donor, grant, and program activities to donors, grantors and management.

**January 2011 to February 2013**

**Position: Brand Services Director; Full Time Permanent Appointment, YMCA of Greater Kansas City, 3100 Broadway Kansas City MO 64111** Areas of responsibilities included but were not limited to:

Directing Brand initiatives to enhance YMCA's mission via marketing, public relations, communications, creative, web, social media and community engagement in support of the Kansas City organization; Successfully, strategically coordinated planned, and organized projects and events for Kansas City YMCA's, ensuring flawless execution of all marketing and communication needs for over 30 locations; Providing successful, effective delivery and results of all marketing and communications campaigns for YMCA events and programs; Accountable for establishing, cultivating and sustaining strong relationships with community partners and vendors resulting in successful marketing initiatives and collaborations; Developed, planned, organized, executed and led special events, programs, and conference and retreats; Organizing and managing staff and volunteers in hugely successful planning and execution of YMCA fundraising events; Effectively collaborating, administering, and maintaining YMCA's Brand Advancement budget; Acting as the United Way Ambassador, coordinated fundraising initiatives supporting United Way campaigns, resulting in a 10% increase in contributions over two years.

**May 2009 to December 2011**

**Position: Consultant for Northland Cathedral Job Club and Career Fair.**  
**Volunteer with Love in the Name of Christ**

**June 1998 to April 2009**

**Position: Resource Manager; Full Time Permanent Appointment, Hallmark Cards, 2501 McGee Trafficway, Kansas City, MO 64108** Areas of responsibilities include but are not limited to: Leading, inspiring, developing, directing and managing employees servicing Hallmark Corporation's communications and marketing needs and strategies. Served as Hallmark's primary corporate liaison with external partners, thus ensuring continuous collaborative communication with partners, vendors, agencies and senior leadership in order to effectively and efficiently manage project; Recognized and acknowledged as one of the top 200 leaders of most engaged teams at Hallmark Corporation, in consecutive Kenexa engagement surveys; Coordinated outstandingly successful annual employee fundraising efforts for Hallmark Corporation's United Way campaigns for 11 consecutive years, resulting in well over \$1.1 million annually in charitable contributions; Recruited, hired, staffed and trained a uniquely diverse team of professionals to handle immediate corporate growth. Developed a creative strategic plan fully utilizing targeted yet flexible staffing to offset peak periods, resulting in significantly reduced costs and overtime; Routinely facilitated education, training and development events to cross - functional organizational teams, resulting in producing a more focused, informed, motivated and highly engaged workforce; Championed and facilitated Hallmark Corporation's vision and mission, setting processes in place resulting in a team with clear knowledge and understanding of Hallmark's direction, purpose and strategic plan. An informed workforce is an effective workforce; Efficiently managed annual budgets in excess of \$1.6 million, resulting in consistently positive monthly financials and ultimately profits; Initiated and implemented process improvement best practices, resulting in an 85% reduction in process and production lead times and increased bottom-line profits.

**EDUCATION:**

Bachelor of Fine Arts (BFA), Columbia College, Chicago, IL; Major Fields: Photography, Fine Arts

**PROFESSIONAL AWARDS & RECOGNITION:**

- 2010 - 2013 - Central Exchange Adele Hall Endowment for Advancement and Development recipient
- 2011 and 2012 - 1st Place 'Non-profit Philly Award' recipient, YMCA Annual Report Division
- 2014 Best Marketing Campaign 'Non-profit Philly Award' recipient, Camp Fire

**PROFESSIONAL DEVELOPMENT & TRAINING:**

- Woodstone / Steppingstone Leadership Development Program
- "Leadership Strategies Certificate," Bloch School of Management
- "Diversity and Inclusion in the Workplace"
- "Coaching with Confidence"
- "LEAN Implementation," McKinsey & Company
- RELIAS professional, agency workplace development and enhancement

**PROFESSIONAL AFFILIATIONS:**

- Association of Fundraising Professionals
- United Way Leadership Circle Member
- Chairman, Love INC Board of Directors Liberty, Missouri
- Central Exchange
- Non - Profit Connect Member
- Social Media Club of Kansas City member

Additional information and references are available upon request.