

October 2020

Associate Director of Development

Christina Wisz
University of South Florida, cwisz@usf.edu

Follow this and additional works at: https://digitalcommons.usf.edu/usf_lda_cv

Scholar Commons Citation

Wisz, Christina, "Associate Director of Development" (2020). *Faculty and Admin*. 17.
https://digitalcommons.usf.edu/usf_lda_cv/17

This CV is brought to you for free and open access by the USF Libraries Data and Assessment at Digital Commons @ University of South Florida. It has been accepted for inclusion in Faculty and Admin by an authorized administrator of Digital Commons @ University of South Florida. For more information, please contact digitalcommons@usf.edu.

Christina Wisz

Phone: (248) 514 6062

Email: cwisz@usf.edu

EXPERIENCE

University of South Florida (USF) Libraries

Feb. 2019- Present

Associate Director of Development

- Promoted to Associate Director in six months
- Responsible for all fundraising efforts for the USF Libraries including annual gifts, major gifts and legacy gifts
- Manage development support staff and a student assistant
- Increased the number of donors to the USF Libraries by 15% in FY 2019
- Promoted, marketed and awarded scholarships to 12 students
- Created and executed one of the top three most successful online fundraising campaigns for USF Giving Day
- Designed a customized annual giving campaign to promote repeat gifts to the USF Libraries
- Actively developing a Dean's Advisory Council to assist with library fundraising and outreach efforts
- On track to meet and exceed FY 2020 fundraising goal

USF College of Behavioral & Community Sciences (CBCS)- Tampa, Fla.

July 2018- Feb. 2019

Assistant Director of Development

- Responsible for all fundraising efforts and activities for CBCS
- Educated prospects and current donors on upcoming initiatives and priorities for CBCS
- Managed development support staff
- Represented CBCS at various community events to cultivate new relationships and expand the CBCS portfolio
- Worked with CBCS faculty to create new fundraising strategies to expand community and alumni outreach
- Successfully exceeded FY 19 CBCS fundraising goals and solicited the largest individual scholarship gift for the Department of Criminology

Konica Minolta Business Solutions- Tampa, Fla.

July 2017- June 2018

Direct Project and Marketing Coordinator

- Assisted fortune 500 and 1000 companies in the Florida Market with all aspects of project management
- Coordinated and directed account strategy meetings and calls
- Assisted with bid responses for government agencies and educational institutions

Konica Minolta Business Solutions- Tampa, Fla.

Named Account Executive Education Specialist (Major Accounts Team)

March 2015- June 2017

- Worked exclusively with education and government entities to provide technology and solutions to solve complex problems and reduce cost
- Selected as the Engage IT XMedia Internet Marketing Software Value Proposition Winner out of 300+ sales reps
- Consistently met sales goals and targets:
 - Sales rep of the month February 2016: 567% of plan
 - Sales rep of the month July 2016: 268% of plan
 - Sales rep of the month December 2016: 125% of plan
 - FY2015 Q4 249% of plan, FY2016 Q2 104% of plan

Konica Minolta Business Solutions-Tampa, Fla.

Aug. 2014-Feb. 2015

Named Account Executive Healthcare Specialist

- Managed over 500 accounts while maintaining successful business to business relationships with clients
- Researched healthcare industry trends and products to develop marketing strategies
- Sold over \$55,000 in hardware and solutions sales in 5 months

Client Focused Media-Jacksonville, Fla.

Jan. 2014-April 2014

Communication Intern

- Assisted account managers with client meetings and creation of marketing strategies
- Created social media campaigns and marketing materials for CFM clients to promote annual events

University of North Florida Campaigns (WJCT/Public Television)-Jacksonville, Fla. Aug. 2013-Dec. 2013

Event Coordinator

- Created and executed special events and guerilla marketing strategies for WJCT
- Planned and coordinated campaign presentation for WJCT's CEO and board of trustees

Panhellenic Executive Council- Jacksonville, Fla. July 2013-Dec. 2013

President

- Directed the umbrella organization of 5 Sorority chapters, which included a community of 650 plus members, 7 Panhellenic executive council members and 5 chapter presidents
- Increased the amount of women registered for Recruitment by 20% by creating a unique marketing campaign

Monique Burr Foundation- Jacksonville, Fla.

Communication Intern

April 2013- July 2013

- Wrote donor letters to current and prospective donors and sponsors
- Updated social media accounts
- Created a fundraising campaign to promote the Jacksonville Jaguars Give and Go Program

EDUCATION

University of South Florida- Tampa, FL

Master's in Public Administration

August 2019-Present

- Expected graduation date: Fall 2021
- Member of inaugural USF ASPA Chapter
- Dean's List, Fall 2019

University of North Florida- Jacksonville, Fla.

June 2010-April 2014

Bachelors of Science in Communication with a concentration in public relations

Minor: **Political Science**

- Graduated Cum Laude, 3.62 GPA
- Dean's List, President's List
- Order of Omega Honors Society Vice President Membership
- Student Government Senator and scholarship recipient, Kappa Delta Sorority Vice President Membership, Presidential Envoy's Student Alumni Association Vice President External Programming, Top 10 Greek award recipient, Public Relations Student Society of America member

VOLUNTEER EXPERIENCE

Kappa Delta Sorority: University of South Florida Delta Eta Chapter

March 2016-Present

Chapter Advisory Board Member- VP Finance

- Advise chapter members with fundraising and community outreach for philanthropy events
- Oversee and help manage 6 figure chapter budget

Women in Leadership and Philanthropy: University of South Florida

July 2018-Present

Mentorship Committee Member

- Mentor a USF student
- Attend and host donors and prospects at WLP events

Kappa Delta Tampa Bay Alumnae Chapter

July 2019-Present

USF Liaison

- Inform local alumnae members on Delta Eta Chapter happenings
- Provide mentoring opportunities and plan fundraising events for Alumnae members