

RAE S. BAKER
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MEMBERSHIPS

Association of Fundraising Professionals
Connex (Young Non-profit Professionals)

EDUCATION

William Jewell College: 2013 - 2017
B.A. English. Minor in Women's Studies

Development Coordinator. Community Services League: Feb. 4 2019 - Mar. 26 2020

- Manager of donor database, including data entry, troubleshooting, reports, and training.
- Assists in fundraising and Moves Management strategy and execution, including face-to-face meetings and engagement at events with donors, prospect research, and general point of contact for minor donor questions and assistance.
- Co-manager of e-mail blasts (via ConstantContact) and direct mail campaigns. Develops and edits design, content, and verbiage for invitations, solicitations, reminders, newsletters, and more.
- Consistently plans, drafts, designs, and executes social media plan in tandem with direct mail campaign and organization's branding.
- Frequently uses insights derived from Google Analytics to adjust digital engagement strategy.
- Contributes to organizational branding and community engagement across all platforms (social media, direct mail, engagement messaging, and more).
- Manager of annual Christmas Store and Back to School Fair. Leads and manages teams of 5 - 10 in preparation, design, and timeline of events over several months and day-of execution.

Resource Development. KC Mothers in Charge: June 2018 - February 2019.

- Managed grant applications, grant writing team, grant reporting, grant calendar/history, and grant research. Crafted grant writing process to expertly execute grant editing and to manage writing team. Maintained excellent verbiage library for grant language, resulting in several successful applications and over ten grant requests submitted within six months.
- Maintained donor relations and donor database. Drafted year-end appeal, e-mail blasts and newsletters, reminders to donors and volunteers, and tax deduction receipts and thank you letters via MailChimp and direct mail.
- Assisted in event planning and execution, including crafting graphic design and verbiage. Coordinated with AV Team for flawless technical procedures during event. Main member of Event Planning Committee and main contact for event communication, concerns, questions, and assistance.

SKILLS

Microsoft Suite, including proficiency with Excel and Powerpoint

2+ years experience creating and managing successful and professional social media platforms for organizational branding and engagement

Graphic design, including Canva, GIMP, and Adobe Creative Cloud (Photoshop, Illustrator, & Premiere Pro)

Use of Facebook Fundraising Tools and Google Ads and Analytics to increase engagement and digital presence.

ADDITIONAL EXPERIENCE: 2013 - PRESENT

Cashier and Sales Floor Associate. Ross Dress for Less: 2016 – 2017, June 2020 - Present

- Maintenance of sales floor and various departments, including front end and inventory.
- Continuous interaction with assisting customers, addressing concerns, guiding sales, and providing general positive environment and experience for customers.
- Coordination with all departments and coworkers in order to maintain positive customer service, excellent environment, and smooth teamwork.

Front Office Clerk. The Smile Spot: June 2017 - June 2018

- Managed patient accounts, including finances, contract agreements, and deviant accounts with excellent, friendly, and informative customer service.
- Maintained excellent coordination of benefits with insurance companies and patients.
- Established cloud-based task lists to coordinate three separate offices and staff teams on Trello.

Library Services Assistant. Pryor Learning Commons: 2015 – 2017

- Maintenance of daily operations, as well as efficient and committed organization of library resources.
- Communication and troubleshooting all library services and technical issues.
- Research and acquirement of general library resources for students and card holders, including nationwide via WorldCAT.

Assistant Technical Director. WJC Theater Company: 2013 - 2017

- Lead a team of 6-7 individuals over three years.
- Managed tasks and worked as the sole intermediary in communicating and enforcing tasks and schedules between director and team.
- Organized execution and completion to strict, time-sensitive deadlines.