Claudia ROMERO-DNEPROVSKI

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Summary

- A dynamic and versatile creative with experience in photography & videography, content creation & social media, fundraising, internal communications & public relations, and administrative duties.
- An international event and project coordinator (from concept to final production).
- An enthusiastic, resourceful, and trainable individual who is comfortable working with all levels of management and staff, as well as customers, vendors, and Board members.
- A highly effective planner, organizer, and time management professional.

CRD Photography · 2019 - present

Photographer, Content Creator and Art Director

- Plan, execute, and edit high-quality photographs for various purposes, including marketing campaigns, product shots, and social media content.
- Develop engaging and visually appealing multimedia content, including images, videos, graphics, and animations, for online and offline marketing channels.
- Collaborate with marketing teams to conceptualize and produce content that resonates with the target audience.
- Provide artistic direction for photoshoots and creative projects, ensuring that visual concepts align with brand guidelines and objectives.
- Team up with designers, copywriters, and other creative professionals to bring campaigns and projects to life and delivering high-quality work.
- Coordinate with external vendors, models, and talent when necessary, and oversee the logistics of photoshoots and productions.

Results:

- 100% Client Satisfaction: meeting deadlines and delivering work promptly demonstrates professionalism and reliability.
- Building Client Relationships: respecting budgets, taking commitments seriously and handling projects in an organized and efficient way.
- 5-star reviews: setting clear expectations, having a sense of humor and calm to make everyone feel at ease during a project and delivering impeccable quality on every detail.

SC² Consulting Services · Contract 2019 - 2023

Talent Acquisition / HR Administrator

- Conducted candidate research and created recruitment spreadsheets in Excel.
- Reviewed resumes and applications to shortlist qualified candidates.
- Coordinated and scheduled interviews with hiring managers.

Results:

- 95% accuracy in candidate research.
- Time Management: consistently prioritize efficiency and adhere to deadlines by delivering research promptly.
- 100% Client Satisfaction: fast comprehension of clients' project requirements and consistently deliver meticulously crafted Excel lists.

Kyriel Communications Inc. (Montreal, Canada) 2017 – 2018

Project Manager

- Defined project objectives, scope, and deliverables in collaboration with the client or account manager.
- Developed a detailed project plan, including timelines and resource allocation.
- Created storyboards & production schedule coordination.
- Maintained company's website with WordPress.

Results:

- 100% of project competition and timely delivery to clients.
- 100% accuracy in budget management.

The Montreal Children's Hospital Foundation (Montreal, Canada) 2014 – 2017

Planned Giving Coordinator Legacy Gifts

- Played a pivotal role in securing long-term financial support for the hospital by fostering strong relationships with donors and guiding them through the process of making planned gifts.
- Developed and Implemented Planned Giving Programs which included creating marketing materials and educational resources to promote planned giving opportunities.
- Managed over 100 Endowments ensuring that they would comply with legal and financial regulations.

- Maintained accurate records of planned giving commitments and gifts, and provide regular reports to the organization's leadership and board on the status of planned giving efforts.
- Collaborated with Marketing & Communications to develop strategies to raise awareness about planned giving opportunities among donors and stakeholders (creating newsletters, keeping the website up to date, and other materials and events to engage and inform potential donors)
- Ensured that planned giving donors received appropriate recognition, appreciation, and ongoing stewardship to foster a strong and lasting relationship with the organization.
- Coordinated with Finance the gift-in-kind & shares donations.

Results:
- 100% Collaboration with other fundraising teams within the foundation, such as major gifts, grants, and annual giving, to identify opportunities for synergy and coordinate fundraising efforts.
- 90% Goal coverage concerning increased Planned Giving Revenue: this included securing bequests, charitable remainder trusts, gift annuities, and other planned gifts that provided long-term financial support to the foundation.
- Exceeded by 20% share donations.

McGill University Health Centre Foundation (Montreal, Canada) 2010 – 2014

Senior Development Officer (Major and Legacy Gifts)
- Identified and cultivated relationships with major donors, including individuals, families, and foundations.
- Developed personalized stewardship plans for major donors to ensure their ongoing engagement and support.
- Created and implemented strategies to solicit major gifts from prospective donors.
- Collaborated with senior leadership and board members to engage in the solicitation process.
- Prepared compelling proposals and presentations tailored to the interests and priorities of major donors.
- Managed Estate Administration Files & Major Gift solicitation for Private Foundation's portfolio.
- Participated in the research, cultivation, solicitation and stewardship of Legacy Donors.

Results:
- Secured million-dollars legacy gifts from donors.
- Collaborated to long-term security of the donor's database by taking punctual and accurate notes for future employees and to maintain crucial information of legacy gift donors.
- Recognized as the "Queen of Organization" for the team and set high standards for keeping track of key and confidential information about donors.

Other Positions:

St. Mary's Hospital Foundation (Montreal, Canada)

Event Manager & Creative

Lise Watier Cosmetiques Inc. (Montreal, Canada)

Export Coordinator for Watier Europe and Saudi Arabia

Languages

Fully Trilingual: French, English, Spanish.

Computer Skills
- Divers AI productivity tools for content creation (writing & images): ChatGPT, Poe, Wordtune, Claude, Wondershare Filmora, Notion.
- Macintosh and PC: Microsoft Office, MailChimp, Salesforce, HubSpot, QuickBooks, Photoshop and Illustrator, Topaz, Lightroom, Canva, Capcut, Manychat, WordPress, Pixieset and Raisers Edge.

Education
- ***Attestation de spécialisation professionnelle (ASP), Entrepreneurial and Small Business Operations***
  Entrepreneuriat Québec, Vaudreuil-Dorion, Québec
- ***Advanced Canadian Gift Planning Course***
  Canadian Association of Gift Planners, Mont Tremblant, Québec
- ***Diploma in Administration and Business Development***
  ITAM University, Mexico
- ***Bachelor in Fine Arts in Graphic Design***
  UNUM University, Mexico
- ***Communications and Graphic Design***
  Emmanuel College, Boston, USA