

## **Marlize Adair, MBA, CNP**

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### **Summary**

Experienced education, fundraising and marketing professional with expertise in donor development, direct mail and digital fundraising, project management, digital and social media marketing. Certified Nonprofit Professional with a strong track record of increasing mission awareness, programmatic support, donor acquisition, and operational revenue.

### **Education & Certifications**

- Certified Nonprofit Professional - 2023
- Diversity, Equity, and Inclusion in the Workplace Post-Crisis Leadership Program – 2021
- Master in Business Administration (MBA), Cameron University
- Bachelor in Early Childhood and Family Studies, University of Washington
- Child Development Associate Certificate

### **Work Experience**

The Better Fundraising Company  
Fundraising Advisor

08/2020 - Present

- Partner with nonprofit clients to assess fundraising needs and develop tailored strategies to increase donor acquisition & retention, mission awareness, organizational impact, and revenue.
- Provide strategic guidance on donor communication, stewardship, and cultivation efforts.
- Develop detailed project plans and timelines to ensure the successful execution of client campaigns. Analyze campaign outcomes and donor data to identify trends, insights, and opportunities for growth.
- Conduct organizational fundraising audits to identify gaps and opportunities for more effective strategies.
- Lead and support the planning and execution of various types of annual giving campaigns, including direct mail, email, and social media.
- Coach clients on leveraging technology and digital tools to create memorable and impactful donor experiences.
- Provide ongoing fundraising support, as well as copy and design support on all appeals, newsletters, reports, website, and emails.

Frameworks of Tampa Bay

05/2017 - 07/2020

Director of Development and Marketing

- Primary responsibilities included all organizational fundraising, management of \$1.2 million budget, grant management, marketing and social media, assessment of fundraising and marketing budgets, supervision of marketing assistant and all event volunteers.
- Developed and implemented an organization-wide marketing plan, including social and digital media strategies, public relations, a monthly newsletter, and the promotion of educational webinars.

- Planned, organized, and managed all aspects of the annual luncheon, including securing sponsors, negotiating with vendors, budget tracking, marketing and promotion, invoicing, and volunteer management.
- Planned and implemented all facets of the annual giving campaign. Provided fundraising training and coaching to board members and staff concerning gift cultivation, prospecting potential donors, and donor stewardship.
- Managed and coordinated three board committees (Donor Relations, Website Redesign, and Luncheon) and reported all deliverables and key metrics at monthly Board Meetings.

Strategy 27

07/2016 - 04/2017

Business Development Manager

- Primary responsibilities included working with clients, nonprofit associations, and conference committees on keynote and workshop needs to meet event strategic goals.
- Created copy and design content for digital media and print communication.
- Coordinated invoices and payments with clients.

Bellevue College

04/2012 - 01/2016

Early Childhood Specialist

- Provided supervision, training, and mentoring to assistant teachers, substitute teachers, assigned student workers, and volunteers.
- Completed and maintained accurate reports, student records, lesson plans, portfolios, and other classroom resources and materials.
- Collaborated with parents and team members on educational goals and skills development.
- Planned and implemented curriculum and projects in multiple settings and venues based on individual and group development using various educational mediums.

### **Technical Skills**

Donor Perfect, MailChimp, Constant Contact, Canva, Adobe Creative Cloud (InDesign, Acrobat), DropBox, Basecamp