

## Heather Alexander

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**Objective** To obtain a part-time position utilizing my administrative and people skills.

**Experience** **2004 - 2006** **The Point/Arc of No. Ky.** **Covington, KY**  
**Administrative Assistant/Event Coordinator**

- Solely responsible for the 8,000 member database. Responsibilities included, updating memberships and donor contact information.
- Designed and laid out quarterly newsletter and coordinated the efforts of the 20 person volunteer staff to mail it out to the database.
- Organized volunteers and details of 4 fundraising events that raised an average of \$100,000 each. (Goal Line Slam, Joy to the World, Women's Golf Tournament and Appreciation Dinner/Raffle)
- Oversaw a program where people donated money to our organization in someone's honor (ex. death, anniversary, birthday) which I collected money and sent thank you letters to donors and participating families.
- Worked closely with a professional fundraiser in a Capital Campaign that raised \$3 million. Set up dinners and events, assisted in brochure and video creation, coordinated mail outs and phone-a-thon, and typed letters.
- Direct Assistant to the Executive Director: creating invitations and documents. Produced all paperwork for monthly board meetings, weekly staff meetings, Point Employment companies/programs and coordinated over 50 volunteers.

**2000 – 2004** **The Shaun Alexander Family Foundation** **Tuscaloosa, AL**  
**Director of Marketing**

- Assisted the foundation team in event planning of the yearly fundraisers including dinners, celebrity softball games and celebrity golf tournaments.
- Managed a very intense off season schedule for Shaun including setting up speaking tours, youth rally's, youth camps and marketing events for the foundation with corporations and personal appearances with Shaun throughout the country.
- Sold the vision and mission to local companies and sponsors for financial and/or in-kind support.

**1996–2000** **University of Alabama Football** **Tuscaloosa, AL**  
**Administrative Assistant**

- Provided secretarial support including preparation of game plan call sheets, charts and graphs for football staff, trainers, equipment manager, strength coach and graduate assistants.
- Computerized previously manual football play book, game plans and charts so changes could be made quickly. This required creative use of various computer programs and is still being used by staff today.
- Promoted to work for the head coach after one year because of excellent computer skills and ability to work efficiently in a fast-paced, high-pressure environment.
- Was responsible for administrative and public relations activities including scheduling the coach's speaking engagements, appointments with media, and travel.
- Handled the organization, scheduling and event planning for spring training and football season.
- Prepared mail correspondence and autograph signings, screened telephone calls, interacted with fans, alumni and supporters and helped in recruiting efforts of top high school athletes.
- Assisted in setting up banquets, camps and clinics and gave tours of the athletic facility to groups.

**Education** 1995 - 2000 The University of Alabama Tuscaloosa, AL

- Bachelor of Science Degree in Marketing from Alabama's School of Commerce & Business Administration.