

AMY DRAYER

4358 S. Alton St.
Greenwood Village, CO 80111
202-498-2317
drayer.amy@gmail.com

Rise Above Social Strategies

CLIENT SERVICES MANAGER – 2015 - present – Denver, CO

As Client Services Manager, I generate compelling visual and written content for clients and deliver effective and engaging online community management strategies including follower engagement and aggressive growth outreach.

The GLBT Community Center of Colorado

VICE PRESIDENT, STRATEGIC INITIATIVES - 2006 – 2013 – Denver, CO

PROGRAM, EVENT, AND PERSONNEL MANAGEMENT

- Director, Denver PrideFest (Denver's 3rd largest annual outdoor festival attended by 325,000+ annually); management of all communications platforms, community outreach and external volunteer programs, all fundraising events, sponsorships, and earned income partnerships;
- Ongoing management of four contract employees and three full-time employees, as well as twenty-five volunteer event program chairs;
- Management of contracts with service providers and vendors; primary responsibility for three strategic planning program committees for the 2012 – 2015 cycle;
- More than doubled Denver PrideFest annual attendance from 150,000 to over 325,000 over six years;
- Exceeded budget revenue goals 7 / 8 years, with consistent 10% - 20% growth in gross and net overall revenue annually; annual budget management exceeding \$1 million in revenue and expenditures.

COMMUNICATIONS AND MARKETING

- Oversight of The Center's overall brand and marketing and communications strategies, including online, print, live events, television, and radio promotions; as-needed graphic design work;
- Strategic oversight of the creation and development of digital and social media programs, growing the email list by over 5,000 (300% increase) creation of the Facebook program with over 5,000 likes, and the growth of the twitter program to 2,500 within four years;
- Creation of organizational brand manual and development of email templates;
- Management of organizational website and oversight of website redevelopment in 2013.

FUNDRAISING AND SPONSORSHIPS

- Primary responsibility for securing and managing corporate sponsorships exceeding \$400,000 annually - cash (\$250,000) and in-kind (\$150,000 direct budget relief). Grew program from \$100,000 in revenue to \$400,000 in revenue in five years;
- Management of three annual traditional fundraising events, (casino night, youth luncheon, and wine tasting), as well as development of highly successful summer rooftop happy hour program (80/20 profit ratio);
- Experience from 2006 – 2010 in the individual giving program supporting the Development VP and participating in direct solicitation, and The Center's successful capital campaign.

Voters For Choice

NATIONAL FIELD DIRECTOR & INTERIM EXEC DIRECTOR – 2002 – 2004 – Washington, DC

Managed financial and logistical aspects of organizational merger; worked directly with accountants and counsel on FEC compliance and IRS filings. Identified target campaigns, recruited, hired, trained, and managed election season field staff for 3 state field operation. Coordinated candidate services, endorsements, and PAC contributions. Administered internship program. Coordinated four-state, fourteen-campus tour for the Voters For Choice-sponsored Gloria Steinem election tour in 2000, working directly with Ms. Steinem.

Choice USA (URGE)

WESTERN, NATIONAL FIELD DIRECTOR – 2000 – 2002 – Washington, DC

Coordinated all aspects of 2 national, and 4 regional leadership development trainings for student / youth activists annually, supervising recruitment, budgeting, program, and logistics planning and execution. Managed contact with 50 campus affiliates nationwide, and increased number of campus affiliates by 50%. Recruited, trained, and supervised West Coast Field Coordinator. Managed extensive travel throughout the country for self and staff. Developed and maintained relationships with west coast campus chapters of national youth-focused grassroots foundation. Recruited for and coordinated all aspects of regional training institutes in CA, OR, and WA.

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CONSULTING

Clayton Early Learning / Bespoke Event Group

MOONBEAM HARVEST SPONSORSHIP MANAGEMENT – 2014 – Denver, CO

Directly assisted Executive and Development Director(s) in the development and fulfillment of the sponsorship program for the Moonbeam Harvest, benefitting Clayton Early Learning. Assisted in renewals, prospect conversion and asset fulfillment for \$100,000+ sponsorship program.

The Junior State of America

SPEAKERS' BUREAU DEPUTY DIRECTOR – 2005 – Washington, DC

Identified and booked high-level policy-makers and legislators for government summer-school sessions held by the non-partisan Foundation for 250 + high school students. Coordinated over 100 appointments for students at Senate offices, speaker's days logistics, and student briefings.

Donna Brazile & Associates

CONSULTING ASSOCIATE – 2004 – Washington, DC

Primary client: District of Columbia Representative Eleanor Holmes Norton. Coordinated PAC and private fundraisers, totaling \$50,000 in contributions over one cycle. Volunteer recruitment and management; some communications duties. Additional clients included Planned Parenthood AF / March for Women's Lives and the Congressional Black Caucus.

SELECTED VOLUNTEER SERVICE

CHAIR, BOARD OF DIRECTORS

Friends of Levitt Pavilion – 2012 - 2014 – Denver, CO

When completed in 2017, the Levitt Pavilion Denver will be located in Ruby Hill Park and will join the ranks as the seventh Levitt Pavilion nationwide. Each year, Friends of Levitt Pavilion Denver (FLPD) will produce 50 free concerts ranging from acclaimed, emerging talent to seasoned, award-winning artists. Board members held primary responsibility for completing the \$4 million capital campaign.

ALUMNAE ASSOCIATION PRESIDENT and MEMBER, BOARD OF TRUSTEES

Scripps College – 2011- 2014 – Claremont, CA

Committees: Finance, Buildings & Grounds, Institutional Advancement

Managed 15-member Alumnae Leadership Council (ALC) in the fulfillment of program duties and advancement of the ALC mission; revised and adapt the ALC 5 year strategic plan; represented Alumnae on the college's Board of Trustees and within the Scripps community.

BOARD MEMBER

Colorado Festival and Events Association – 2007 - 2009 – Denver, CO

Colorado Festivals and Events Association (CFEA) is made up of members representing community events throughout the state.

BOARD OF DIRECTORS: FINANCE DIRECTOR

Women's Information Network (WIN) – 2002 and 2003 – Washington, DC

Managed payroll, annual and quarterly taxes, and all bookkeeping for 1,000+ member organization. Developed and oversaw \$100,000 annual budget, as well as 3 annual \$25,000+ event budgets. Initiated investment strategies, managed organizational investment portfolio.

FREEDOM SUMMER INTERN

Feminist Majority - 1996 – Sacramento / Claremont, CA

Organized community and campus actions for the No on 209 Freedom Summer campaign. Ran voter registration & education drives, lead community activism initiatives and GOTV operations.

EDUCATION

Scripps College – 1995 – 1999. BA, Women's Studies; 3.4 overall GPA and department award-winning thesis