

JOHN DUSTIN FOGG

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SUMMARY

Experienced professional in the higher education marketing and soliciting industry. Skilled in grassroots organizing, organizational leadership, business process, data analysis, and project management. Analytical and data focused with a B.A. in Economics from The College of William and Mary.

EXPERIENCE

July 2018—
Present

Strategic Analyst, Associate, Advancement, EAB

- Analyze and process client data to provide strategic recommendations on how to target donor audiences
- Assess ROI calculations for clients and EAB
- Research market trends in higher education to develop and implement strategic proposals for our clients

May 2015 –
July 2018

Project Manager, Advancement, EAB

- Managed direct-marketing campaigns for over 20 clients soliciting alumni for donations with total budgets exceeding one- million dollars a year
- Coordinated approximately 600 direct mail, email, web, digital advertisements, and social media projects a year
- Prioritized and scheduled creative work to meet internal due dates & external client deadlines
- Conducted cost and process analysis and provide detailed reports to upper management concerning project statuses
- Directed production management of our mail shop vendors
- Developed workflow and process charts to improve internal efficiency

October 2013 –
May 2015

Email Project Manager, EAB

- Reviewed, scheduled, and scheduled all outgoing marketing emails for 300+ clients
- Ensured all email marketing projects function correctly and meet company standards
- Coordinated with teams to resolve email issues efficiently and quickly to guarantee marketing deadlines

VOLUNTEER EXPERIENCE

Jan 2014 - Present

Court Appointed Special Advocate, *Hanover CASA*

- Appointed as an independent party for child neglect and abuse cases by the presiding judge
- Review and evaluate individual cases in an objective manner
- Regular visits with each child in an assigned case
- Meet with caretakers, relatives, and social workers to determine a safe and permanent living situation for each child
- Submit court reports to the judge assigned to the case that provides an overview of my investigations and finding

July 2016 – Present

Community Impact Board Member, *EAB*

- Develop and implement volunteer activities and outreach alongside senior leadership
- Engage fellow co-workers to increase community involvement with local non-profits

July 2016 – Present

Volunteer, *Richmond Justice Initiative (RJI)*

- Official representative at Royall & Company
- Community engagement at booths to inform the public about Human Trafficking
- Coordinated an effort to add RJI to one of Royall & Company's official Community Impact partners

EDUCATION

2010-2012 B.A., Economics, *College of William and Mary*

2008-2010 A.S., Social Science, *J. Sargeant Reyonolds*

HONORS

The President's Volunteer Service Bronze Award