

# Sarah Effinger

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## SUMMARY

Dedicated and results-driven consultant with a proven track record in building strong relationships, securing partnerships, and driving advocacy efforts. Experienced in higher education, nonprofits, community engagement, and entertainment.

## EXPERIENCE

### Pepperdine University

December 2023 - Present

#### Associate Director of Appeals

- **Appeals Management and Communication:** Oversee the annual mass appeals calendar, ensuring timely and effective communication. Work cross functionally with graduate schools, affinity programs, and athletic departments to ensure their fundraising needs are met and surpassed. Manage two annual days of giving, overseeing newsletter creation, crowdfunding campaigns, and strategic consulting. Lead email appeal strategy, including data segmentation for alumni, previous and lapsed donors, and prospective donors, as well as copywriting and execution. Reinstated in-house direct mail appeal program, including end-of-year appeals with an increased donor count of 70%.
- **Volunteer and Community Groups:** Engage large groups of local and alumni volunteers, fostering a sense of community involvement through collaborative efforts and impactful service. Improve processes to insure volunteer impact by implementing streamlined processes, clear communication, and effective coordination.
- **Annual Giving Days:** Led strategy and execution for high-profile donor events, securing corporate sponsorships and deepening donor engagement, overseeing strategy, execution, and back-end operations for Giving Day sites. Lead financial reporting and ROI analysis, presenting key outcomes to leadership. Cultivate and secure large gifts from parents and alumni averaging \$25K+ per contribution for Pepperdine, as well as pledges from board members and lower tier gifts from current students and recent alumni.
- **Staff Management & Development:** Recruit, train, and manage 30 undergraduate and graduate student employees for the engagement center, implementing performance tracking systems and coaching methods to drive results. Conduct regular performance evaluations, provide professional development opportunities and coaching for underperforming employees, and ensure alignment with annual fundraising goals. Collaborate cross-functionally to optimize call strategies and maximize donor engagement.

### Freelance

Clients include: Flintridge Center, JerseySTEM, The Armory,  
OTIC Theater Collective, Alexandria House

February 2020 – December 2023

#### People, Operations, and Strategy Consultant

- **Individual and Corporate Donor Management:** Successfully secured corporate sponsorships and partnerships for non-profit organizations, resulting in substantial financial contributions. Leveraged strong relationship-building skills to establish mutually beneficial collaborations with corporations and small businesses, increasing funding for non-profit initiatives while promoting corporate social responsibility.
- **Event Organization:** Collaborate with clients to understand their event objectives, vision, and budget. Develop event concepts, themes, programming and strategies to meet client needs and goals. Oversee all aspects of event logistics, including venue selection, catering, transportation, audiovisual requirements, and decor. Negotiate and manage vendor contracts.
- **Volunteer Strategy:** Collaborate with cross-functional teams to develop and implement volunteer recruiting strategy. Curate programming including, speaker series, webinars and networking events.
- **Marketing and Communication Strategy:** Create marketing strategy for events and campaigns, including social media calendar and collateral and paid and organic media planning. Partnered with publicists and local outlets to secure interviews with local media for client. Successfully promoted and attracted new supporters and funders through strategic messaging strategy resulting in a record fundraising day in individual donations.
- **Client Collaboration:** Collaborated with Executive Directors and Board Members to provide weekly reporting on portfolio status and moves-management strategies. Maintain regular communication with clients to provide updates, gather feedback, and address concerns. Conduct post-event evaluations to assess the success of each event and gather feedback for continuous improvement.

### Creative Circle

May 2021 - April 2023

#### Talent Recruitment Consultant (2022-April 2023) Associate Talent Recruiter (2021-2022)

*Industries include Advertising, Tech, Entertainment, Food and Beverage*

- **Sales-Driven Talent Acquisition:** Successfully sourced, interviewed, and placed top-tier candidates across various industries, demonstrating a strong understanding of client needs and market trends. Achieved a consistently high fill rate of 84% through strategic talent pipeline development.
- **Client Relations:** Formed consultative relationships with candidates and clients, coaching both sides through the interview process to offer stages. Sourced and presented top talent from across the country utilizing various platforms including applicant tracking systems (ATS) to external client base, making over 1000 connections. Utilized various platforms including in-person meetings, and zoom calls to maintain connection.
- **Data Trends Reporting:** Leveraged data analytics and recruitment metrics to optimize the hiring process, ensuring a high-quality candidate pool and increased team sales.

## CBS Network, CBS Studios / Netflix, Warner Brothers Music Group, Skybound Entertainment

July 2014 – May 2021

Executive Assistant, Writers Assistant, Development Coordinator, Producer

- **Salesforce Implementation:** Led the integration and implementation of Salesforce to improve talent implementation based on skill sets for 1000+ employees.
- **Budgeting and Vendor Negotiation:** Developed and managed production budgets, ensuring efficient resource allocation and cost control while maintaining the highest production values. Negotiated contracts with vendors.
- **Crew Coordination and Scheduling:** Created and maintained production schedules, ensuring that all elements of the project were completed on time and within budget.
- **DEI Strategic Analysis and Data Management:** Created data management system for tracking ethnic diversity disclosure and reporting for writing and directing rosters across 4500 episodes of television.

## Epoch Films, Radical Media, Freelance Clients

February 2010 – 2014

Production Coordinator

- **Pre-Production Planning:** Collaborated with the production team to plan and organize all aspects of upcoming commercial shoots, including budgeting, scheduling, and logistics.

## EDUCATION

**Pepperdine Graziadio Business School** | Los Angeles, CA

August 2022

Master of Business Administration, Managing Organizational Change and Leadership

**State University of New York – Purchase** | **Purchase NY**

June 2009

Bachelor of Arts and Sciences, Cinema Studies and Psychology

## TECHNICAL SKILLS

Customer Relationship Management: Salesforce, Blackbaud Raiser's Edge/NXT, VanillaSoft | Crowdfunding: Gravyty (FKA Graduaway) | Project Management and Collaboration: Asana, Jira, Mural, Microsoft 365 (specializing in Excel and PowerPoint), Notion | Other: ChatGPT, Copy.AI, Canva

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