

Skills & Proficiencies

❖ 15 years Technical Experience

- Database development and administration.
- LAN Network installation and management.
- Windows Server and Exchange Management.
- Webpage design and data integration.
- Computer diagnostics and repair
- Operating system maintenance.
- Telecommunication planning and implementation.
- Sound & media technician.
- Digital photography.
- Multiple software proficiencies:
 - Business Objects
 - Pledgemaker CRM database.
 - Donorware CRM database
 - Dreamweaver, Photoshop, Illustrator and Flash
 - Microsoft Office Suite
 - QuickBooks

❖ 20 years Executive Experience:

- Budgetary planning and management.
- Performance and trend analysis
- Staff training and team facilitator.
- Public Relations & Media Management
- Writing professional prose
- TV and Radio spokesman
- Bilingual Spanish/ English.

❖ 15 years Fund-raising Experience:

- Direct Mail Management
- Donor Acquisition Administration
- Supervision of donor relations and customer satisfaction.
- Design and implement social networking.
- Special Event Coordinator.

Work Experience

Assistant Director Information Technology & Data Management

Central Union Mission - Washington DC

April 2005- April 2009

Infused an energetic and cost-effect technology plan that maximized connectivity and increased productivity for Washington's oldest service agency.

- Planned and implemented technology center.
- Constructed and managed agency wireless connectivity throughout.
- Managed information security and reliability.

Executive Director

Second Chance Society, Inc. – Fort Lauderdale, Florida

April 2004 – October 2004

❖ Technology:

- Planned, designed and installed agency computer system and website giving office wide connectivity.
- Installed e-commerce capabilities that provided online giving for the first time.
- Designed and implemented new donor database that allowed same day thank you letters.

❖ Administration

- Hired, trained and supervised volunteer and professional staff that improved case manager relations.
- Completely modernized case management intake and reporting procedures that prepared the agency to receive a \$10,000 grant.
- Trust and confidence allowed the president to delegate all responsibly in absentia.

❖ Fund Raising:

- Created and managed the Radio, newsletter and internet efforts that increased community awareness.
- Developed proactive marketing plan that projected 10% growth per annum.
- Established fund raising events, direct mail acquisition and special projects that tripled the number of donors in just a few months.

Bradford Hearn

Director Donor Development

Miami Rescue Mission, Inc. – Miami, Florida

February 1992 – January 2004

Innovative drive thrust organization's fund raising budget to over \$5 million dollars a year.

Dedicated and persistent policies effectively advanced the cause of alleviating homelessness in the community.

- Raised a million dollars in one month by skillfully integrating direct mail, donor segmentation and wealth indexing.
- Lead organization to integrate voice, data, e-commerce and internet services.
- Significant cost reductions elevated return on investments to highest level.

Business Administrator

Riverside Christian Ministries, Inc. – Miami, Florida

February 1988 – February 1992

Effectively managed all human resource issues, including employee benefits, training, and pre-employment screening. Performed event manager duties for the yearly fund raising banquet.

Produced the quarterly radio talk-show that increased name equity. Established and supervised agency computer network.

Branch Director

YMCA of Metropolitan Miami, Miami, Florida

December 1986 – February 1988

Hired and supervised support staff at North Miami branch. Developed standardized computer programs for Association budget. When called upon to act as interim Executive Director of a branch operation, revenues increased, lay participation was energized and programs were made cost effective. Management skills stabilized a volatile branch operation. Provided leadership in personnel issues, operation standards, and program delivery. Served as Interim Program Executive.

Program Manager

YMCA of metropolitan Washington – Washington, DC

February 1981 – December 1986

Hired and supervised support staff, many of whom were promoted. Redesigning and specializing staff job descriptions reduced redundant and duplicated tasks. Office Policy and Procedure Manual was adopted as a branch standard.

Education

- **Montgomery College**, Rockville, Maryland – Liberal Arts Degree candidate.
 - Dreamweaver I & II, Flash
- **Russ Reid Company** - Annual Fund-raising and Donor Management Training.
- **Association of Gospel Rescue Missions** – Continuing in-depth education in fund-raising, development, grant writing, major gift solicitation and "friend-raising".
- **Donorware LLC** – Redlands, California – Extensive database supervision training.

Volunteer Associations

First Assembly of God

- Director, Men's Ministry.
- Adult Sunday School Teacher.

Second Chance Society

- Banquet Speaker
- Volunteer Coordinator
- Counselor.

USO

- Computer Repair and maintenance.
- Soldier Relations.

Miami Rescue Mission

- Food service at men's homeless center
- Play yard maintenance at children's center.
- Chapel speaker.

See portfolio, references and complete work history at bradhearn.com