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Experience **2006-Present** **The Hermitage Cat Shelter** **Tucson, AZ**
Arizona's first no-kill, no-cage cat sanctuary & adoption center

Executive Director

- Operations Manager
 - a. Turned company's financials around in just one year
 - b. Created and restructured a functional and workable organizational chart
 - c. Reduced costs substantially from outside vendors
 - d. Developed, created and met budget for the first time in the history of The Hermitage
 - e. Set up programs for inventory, adoptions and volunteer training
- Human Relations
 - a. Managed, hired, trained and motivated 20 employees
 - b. Directed, trained and coordinated group of 30 volunteers
- Donor Cultivation
 - a. Developed new donor relations
 - b. Expanded existing donor base for increased giving
- Public Relations/Community Outreach
 - a. Have relationships with key media contacts
 - b. Experience with working with radio, television and print media
 - c. Expertise in forming community collaborations
- Fundraising/special events
 - a. Expanded existing events and created successful, new fundraisers
- Marketing
 - a. Implemented strategic marketing plans
 - b. Produced highly successful direct mail/newsletter campaigns
 - c. Developed new programs that made the shelter visible in the community
- Grant Writing
 - a. Wrote first time grants
 - b. Developed relationships with community foundations for planned giving programs
 - c. Worked with funding agencies such as United Way
- New Program Development

- a. Food for People's Pets Program-worked with food pantries to distribute over 20,000 pounds of pet food to the needy
- b. TNR Workshops- Created free workshops for community members who are interested in helping feral cat overpopulation

2003-2006 Casa de la Luz Hospice Tucson, AZ

Hospice/Casa de la Luz Foundation

Outreach Coordinator

- Marketing and education to the community
 - a. Set up tabling events
 - b. Public speaking engagements at church groups, volunteer organizations, senior centers
- Marketing to healthcare organizations
 - a. Worked with staff nurses to provide educational in-services for adult care homes, adult living centers and skilled nursing facilities
 - b. Facilitated and worked with organizations to implement outreach programs to the community
- Hospitals
 - a. Marketed and provided hospice information to doctors, social workers and case managers
 - c. Set up educational luncheons and dinners
- Public Relations
 - a. Wrote press releases for events and stories
 - b. Wrote feature stories and articles
 - c. Worked with television, newspapers and radio and got numerous stories featured and aired
 - d. For the first time in Tucson's history, got all competing hospices together to produce a series of educational public service commercials for National Hospice Month
- Casa de la Luz Foundation
 1. *To a Tea* Vintage Fashion Show & Afternoon Tea annual fundraiser
 - a. Event Director
 - b. Conceptualized and spearheaded the event
 - c. Coordinated fashion show, music, dancers and volunteers
 - d. Set up venue
 - e. Raised money through sponsorship and in-kind donors
 2. Conferences
 - a. Raised money through sponsorships
 - b. Promoted conferences in the community

2001-2003 Perimeter Bicycling Assoc. of America Tucson, AZ

A non-profit organization that raises money for other non-profits through special events-El Tour de Tucson, Tour of the Tucson Mountains, El Tour de Phoenix, El Tour Run, Cochise County Cycling Classic

Marketing Director

- El Tour de Tucson cycling event
 - α. Attracted over 7,000 cyclists
 - β. Brought in over 20% of the organization's revenues through sponsorships
- Public Relations
 - a. Got press both on a local and national basis
 - b. Worked with newspapers, television and radio
 - c. Built relationships with national magazines and advertisers for in-kind press
- El Tour de Tucson Bike Festival Director
 - a. Event attracted over 20,000 people
 - b. In charge of exhibitor sales-over 100 exhibitors, the largest in the 20 year history of El Tour
- El Tour de Phoenix cycling event
 - a. Spearheaded the most successful El Tour de Phoenix in its 13th year history
- **Sales Manager, *Tail Winds* Publication for PBAA**
 - a. Managed and trained sales staff
 - b. Contributing writer
 - c. Brought in revenue with local and national advertisers
 - d. Worked with artistic and editorial staff on layout and content

1993-2001 Spring & Associates Tucson, AZ

Advertising Firm

Principal/Consultant

- Public Relations
- Developed, implemented and evaluated marketing programs and advertising collateral from concept through completion
- Managed and directed outside agencies and media

- Print specialist and buyer which included magazines, newspapers and corporate communications
- Copywriter
- Creative Director
- Development Director
 - a. Fundraising
 - b. Special Event Coordination
 - c. Sponsorship development

Education **1981-1983** **Milwaukee Area Technical College** **Milwaukee, WI**
 Marketing/Advertising

1978-1979 **Milwaukee Institute of Art & Design** **Milwaukee, WI**
 Commercial Art/Advertising

1977.1978 **Mount Mary College**
 Design

Committees **2003-2006** **Northern Pima Chamber of Commerce**
 Health & Wellness Committee

- Public Relations

Tucson Hispanic Chamber of Commerce
 Publicity Committee

- Research and feature articles and stories writer
- Helped set up educational conferences

Eldercare Council

- Public Relations

Special Studies **2003-Present** **Spanish**

Awards **2001** **Addy Award**
 Jersey Design-Perimeter Bicycling Association

2007 **YWCA Women on the Move Awards Honoree**

