

Samantha Megan Maldonado

Edgerton Ave. Greenfield WI 53220

Summary of Accomplishments:

Focused, experienced and passionate professional with proven track record in both corporate and not-for-profit sectors. Energetic and determined leader with transferable skills in change management, relationship cultivation and partnership development. Hands-on approach to team leadership and direction, excellent communicator and relationship builder as seen in increased participation and improved awareness of directed areas of responsibilities. Additional competencies include client and community relations through successful engagement strategies, volunteer management, goal execution, visioning, event planning and analytical resource allocation that generate quantifiable results. Further skilled at communications, reporting /tracking, press releases and RFP submissions. Demonstrated talent working with all points of involvement: management, colleagues, clients and volunteers.

Core knowledge and skills areas include:

- Scope Management
- Collaboration and solutions based approaches
- Change/Project Management
- Client Relationship Management
- Customer Service and Retention Improvement
- Visioning
- Event planning and execution
- Effective resource allocation
- Identify diverse synergies for common goals
- Leverage skills of team/colleagues to accomplish end goals

Consulting:

Maldonado Consulting & Associates

5/2010-Present

Provided oversight, direction and support of existing and cultivated partnerships with community leaders and small businesses. Focused on community relationships and event management execution with the "4 bottom line" framework as a guiding principle. Developed the strategy and protocols for working with community partners and acted as a liaison for community initiatives. Successfully exceeded capital requirements by managing highly valued events for improved community engagement and participation.

- Created theme, vision and plan to execute excellence in large revenue generating banquets, meetings and events
- Cultivated and maintained successful relationships with community leaders and city-wide cultural alliances
- Directed thoughtful and effectively planned change management solutions
- Managed the planning, implementation and execution of events
- Identified opportunities of partnerships and cross-promotions with other organizations
- Focused on strategic involvement of community outreach events and volunteer corps management to annual goals and mission
- Work with funders and internal staff to prepare effective underwriting proposals
- Collaborate with partners to determine effectiveness and impact of partnerships
- Create effective marketing materials to be used for organization and event purposes
- Fostered and empowered small business development
- Educational program creation/implementation

Professional Experience:

**DIRECTOR: Milwaukee Symphony Orchestra League & Special Events
Milwaukee Symphony Orchestra**

12/2011-7/2012

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Worked closely with the MSO League (MSOL) President, MSOL Leadership Committee, MSOL Fundraising Events Committee, MSOL Education committee and the Vice President of Development to manage and facilitate all details of fundraising/education events (ex.: Holiday House, Meet the Artist Luncheons, ACE Family Nights, Kinderkonzerts, Docents, Ushers, Salon Series, Grape Expectations, etc.) to meet revenue goals of \$90,000 annually.

- Doubled revenue, attendance and donor participation in 2012 Grape Expectations and additional programs over previous years
- Crafted and implemented strategies for soliciting event sponsorship and ensuring revenue goals are met.
- Directed and coordinated over 200 volunteers of the MSO League to continuously engage for support and experiential knowledge
- Strategically “revised” the MSO League through change management frameworks with a cross-level task force to enlarge the “circle of participation” with the MSOL and MSO (structure, member benefits, mission, vision, outcomes, etc.) for current day relevance to volunteers and the MSO.
- Structured revenue and expense budgets and maintained strict adherence to budget goals.
- Increased MSOL/MSO Board attendance at, and participation in fundraising events.
- Grew MSOL membership through effective new member acquisition and retention of current members.
- Managed event committees and volunteers to direct the successful execution of League and MSO events.
- Collaborated with Development staff to identify event attendees to further cultivate for MSOL board membership, volunteer opportunities, and increased giving potential.

COORDINATOR: Sales and Project Administrator

7/2007 -5/2010

Time Warner Cable Business Class

Coordinated support for the sales and work with internal/external customers on product information, addressing inquiries, researching and resolving orders, and ensuring proper data system of accounts.

Administrator of CRM database for department, managed P/L, saturation and goal attainment reporting for full sales staff

- Responsible for maintaining and administering daily sales results as it relates to reporting, tracking and measurement at both a group and individual level
- Acts as a liaison to the Business Class Operations, TWC finance, other department supervisors, and staff relative to the needs of the Strategic Account sales team
- Set prices, developed quotes and coordinated bids for projects: RFP's
- Market collateral production to support efforts of the Marketing Manager targeted at Strategic Accounts
- Work with Network Planning Specialist on project maintenance and progress
- **Diversity & Inclusion Council member:** coordinated annual development of cultural awareness month

Education and Certifications

Master of Business Administration—Alverno College, Milwaukee, WI, Graduated; Dec 2011

Bachelor of Arts in Business & Management Alverno College, Milwaukee, WI; May 2009

External Assessor-Alverno College, 2009-Present

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Professional Affiliations and Community Service

United Way Emerging Leaders – Member 2008-2012

Hispanic Professionals of Greater Milwaukee – Committee Chair, member, 2008-Present

- Co-Chair of Individual Giving Campaign- 2011
 - Create strategy of implementation and execution for second year efforts
 - Increase dollar amount contributed by HPGM members
 - Create succession plan for third year implementation
 - Maintain deadlines of progress to gauge results for further improvement
- Chair of Networking series “Noche de Pachanga”
 - Coordinate with local businesses and professional networks to organize donations, locations, and raise awareness of event to improve attendance
 - Implement innovative networking tools
 - Design donation request form for not-for-profit organization involvement
 - Compile updates and releases for HPGM organization regarding success of event
 - Work closely with Executive Director to meet goals and objectives

Bay View Community Center – Board of Directors, 2008-2012

- Marketing/Communications/PR Committee Member
 - Persuade outreach involvement from board of directors and local businesses
 - Generate fundraising ideas for community center
 - Consistently review and maintain budget

Girls on the Run- Board of Directors, 2011-2012

- Collaborate on and implement strategic decisions for betterment of organization
- Participate in marketing and volunteer coordination efforts to increase awareness
- Increase fund generation through community events
- Cultivate relationships with key individuals to promote success and outreach
- Co-Chair of Volunteer management committee

UPAF NextGen Council – Council member, 2009-Present

- Successfully market and raise awareness of UPAF events
- Increase NextGen level donors
- Collaborate with fellow members, community organizations and key constituencies to continuously innovate and improve UPAF and NextGen

NSHMBA of WI- Board of Directors, Chapter Program Officer, 2012-Present

- Founding member of WI chapter
- Present to partner organizations to generate increased awareness/participation
- Secure capital/-in-kind contributions through partnerships
- Plan corporate and social events for increased brand recognition/foundation building

LULAC Latinas Council Member: 2012-Present

Awards/Recognition

Hispanic Professionals of Greater Milwaukee Advanced Degree Scholarship Winner-2011

Students in Free Enterprise (SIFE) – Presenter, member 2009

Wisconsin Hispanic Scholarship Foundation Award Recipient - 2009