

# EMILY GARCIA

Creative leader with experience in fundraising, communications strategy, project management, process design, statistical analysis, and research methodology.



## WORK EXPERIENCE

### Community Engagement Manager

12/2023-Present

Smart Start of Forsyth County

Winston Salem, NC

- Manages all aspects of Dolly Parton's Imagination Library program in Forsyth County
- Creates and distributes event and conference marketing and registration materials

### Assistant Director of Development and Marketing

08/2023-12/2023

Imprints Cares

Winston Salem, NC

- Completed data-rich impact Report, saving the company \$12,000.00
- Established fruitful relationships with other major non-profits
- Created presentations for multiple national conferences

### Program Specialist

11/2022 to 08/2023

Appalachian State University

Boone, NC

- Nominated for Advancement team's "Superstar Award"- Winner named fall of 2023
- Served the office of Gift Planning and Real Estate Management directly within the office of the Vice Chancellor of Advancement
- Drafted and processes all scholarships administered by the Appalachian State University Foundation:
  - Endowments, Current Funds, Program funds, etc.
- Performed present value calculations for the Foundation's Gift Annuities for annual audit
- Administrator for the 1899 Legacy Society: Event Planning, Project Management
- Designed birthday, holiday, and other graphics that were distributed to hundreds of participants
- Managed seven state and App State Foundation funds
- Administered and oversaw state registration renewal procedures
- Worked regularly with Development team to facilitate the scholarship process

### Professional Writing Consultant

08/2022 to 11/2022

Appalachian State University Writing Center

Boone, NC

- Consulted with professional and doctorate level writers through every phase of the writing process
- Created reference materials for various citation and writing styles
- Exhibited professional-level expertise in technical, research, and creative writing projects

## Internal Communications Director

12/2017 to 03/2022

Jury-X, LLC.

Chapel Hill, NC

- Collaborated with the software and legal team to design UX for our upcoming application
- Researched, pitched, and integrated new project-management system. Platform replaced an antiquated Google Suite system saving the company over \$40k in labor costs in its first year
- Created and designed over 1000 automations to streamline internal processes
- Created promotional procedures and process documentation
- Introduced and transitioned entire company to "Paylocity," by creating process guides, step-by-step instructions, and multiple videos for user-specific instructions
- Improved researcher performance and retention
- Created, developed, and cultivated company culture
- Designed, tested, and developed an effective KPI scoring system that is used in HR-related decisions
- Designed a year-long continuing education program with 60+ classes and topics

### **As Senior Trial Manager & Group Lead**

- Managed 20-40 researchers in long-term performance and day-of research strategy
- Developed relationships with some of the most important civil litigators in the United States
- Managed psychosocial research and analysis real-time during jury selection in a rapidly evolving environment
- Advised top-performing researchers on performance, professional growth, and procedure
- Developed summary package for clients with charts and demographics to make analysis easier to follow
- Stood-up record keeping process for expenses
- Managed company travel and flight credit cards and rewards to maximize company benefit

## 401(k) Service Representative

01/2016 to 08/2017

Fidelity Investments

Durham, NC

- 401(k) Product Service Representative
- Produced daily team communications involving individual statistics
- Efficiently assisted 80-120 customers a day with all 401(k) transactions
- Received exceptional on annual review
- Created numerous training and process documents to assist with the needs of the business and colleagues Elected by over 800 people to represent employees on the Employee Advocacy Team
- Bachelors of Science in Business Administration (BSBA)



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### SKILLS

Excel/Google Sheets -10+ years

Paylocity-2 years

Canva-5 years

SquareSpace-2 years

Blackbaud-2 years

Banner Systems-3 years

Zapier-2 years

Quickbooks-4 years

Adobe Suite-7 years

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### EDUCATION

Appalachian State University

Bachelor's

Marketing/Analytics

Boone, NC

2011-2015