

TAMIKA DUNNING

Birmingham, AL
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Communications professional with proven success in management of strategic marketing, fund development, donor relations, program development and management, customer service, event planning, social media marketing and content development.

Work Experience

Manager of Member Services McWane Science Center

March 2019 to Present

Management of McWane Science Center's membership program.

- Successfully created a membership renewal marketing strategy utilizing e-blasts and mail notifications. Increased response rate and open rate by 30%. Increased renewal rate by 25%.
- Recruit new members and create successful strategies to grow membership. Increased new member rate by 25%.
- Write, edit, and organize web content.
- Plan and execute large member focused events throughout the year; successfully increased attendance to Members Only Night events by 60% within three months of hire.
- Manage three support staff positions, train and coach staff on customer service policies, practices, and techniques with significant and successful reduction of customer complaints within three months of hire. Customer complaint reports reduced to 0 consistently for 12 months.
- Wrote and instituted the division's first standard operating procedures manual.

Life and Annuity Claims Representative Protective Life Corporation

October 2016 to March 2019

Provided support related to a variety of insurance policy issues including death claim reporting, claims progress and agent support.

- Responded to high call volumes daily with an average of 1000 customer contacts per month. Aided in explanation and education of the claims process and necessary documentation to fulfill requirements for processing life and annuity death claims.
- Proven experience in communication and coordination of information to examiners to expedite and assist in claims processing. Policy pending and written summary reports for examiner and researcher review.

**Branch Manager
VieMed**

July 2015 to October 2016

Managed day-to-day operation of the Birmingham office for a medical supply company, overseeing communications between insurance companies, patients, and sales representatives.

- Maintained records and documentation of patient data, statistics, and budgets.
- Successful oversight and management of staff, ensuring daily compliance with Medicare requirements and licensure.
- Developed methods for increased productivity which resulted in increased sales and improved customer satisfaction.

Independent Marketing Consultant

December 2009 to 2016

Directed and managed fundraising events, meetings and workshops. Managed staff and handled marketing, graphic design, ticket sales and post event cultivation.

- Devised research and analysis plans for clients
- Successfully created and managed clients' online presence and marketing
- Created branding strategy with continuity across mediums.
- Increased web presence and social media following by an average of 60%.
- Hosted and managed fundraising events for clients.

**Fund Development Manager
Children's Hospital of Alabama Foundation**

December 2004 to 2009

Development of Comprehensive Capital Campaign marketing plan to meet departmental goals for comprehensive capital campaign. Exceeded goal by more than 50 percent.

- Successfully created and managed giving programs to facilitate gift support via new demographic opportunities--Child of Children's, Grandparent's Giving Society, Patient Recognition Programs. Increased donor giving via new programs by 25%.
- Created and managed direct mail campaigns that exceeded annual fund goals by 10%. Interviewed patient families and wrote stories for publication and direct mail gift requests.
- Web content writer, editor, and manager of online presence for the Annual Fund, including social media, creation, and lead designer of supporting marketing pieces for all visual formats.
- Database management support based on direct mail needs directly linked to giving programs.
- Successfully planned the Annual Hospital Gala securing corporate sponsorships and raising \$350,000 for the hospital's largest annual event. In addition, coordinated the silent auction and managed the event committee.

**Communications and Marketing Coordinator
UAB Office of Alumni Affairs**

May 1996 to 2004

Visual oversight and creation of marketing and direct mail pieces and concepts to support goals of increasing alumni giving and support. Successfully met and exceeded goals during the largest comprehensive capital campaign for the University's alumni division.

- Advising editor for *The Alumni Gazette*. Managed design, production, writing and editing for the publication. Directed content management with each academic division representative.
- Event coordinator: Annual Alumni Gala, Alumni Leadership and Awards Luncheon, Annual Membership Meeting and Annual Chapter Leadership Workshop.
- Created, managed, and marketed the Student Alumni Society, the Alumni Scholarship Program, the Alumni Admission Program, and the Alumni Student Mentor Program. Increasing participation from alumni more than 300% during tenure.
- Managed and grew the alumni chapter program to a network of 10,000, working with a diverse group of board members representative of all academic divisions.

**Alumni Chapter Representative
The University of Alabama National Alumni Association**

May 1993 to May 1996

Managed 113 alumni chapters in student recruitment, fund raising, and event planning.

- Coordinated more than 700 events during tenure and coordinated alumni capital campaign fundraising efforts towards \$265 million goal.
- Wrote and designed department and chapter publications including newsletters and brochures.
- Introduced cost-saving techniques that enhanced the financial position of the department and chapters, saving more than 25% in expenses.
- Worked closely with the Athletic Department and Student Affairs divisions scheduling speaking engagements, travel and events related to alumni involvement and engagement.

Honors and Community Involvement

Top 40 Under 40, *Birmingham Business Journal* (2003)
Mrs. Birmingham United States, Mrs. Alabama United States 1st Runner Up (2003)
Public Relations Society of Alabama, Former Board Member and Officer
Literacy Council of Alabama, Former Volunteer
Bryant Chapel AME Church, Communications and Event Support
UAB Volunteer Corp
The Junior League of Birmingham (2002 and 2003)

Education

Bachelor of Arts in Communication, Public Relations
The University of Alabama, 1993