

# VICTORIA CORBIN

CAUSE MARKETING | RELATIONSHIP BUILDER | SALES GURU

## EXPERIENCE & EXPERTISE

### **NATIONAL ASSOCIATE DEVELOPMENT DIRECTOR • Olive Crest • 2015 - 2020**

Managed all fundraising and marketing programs with a continuous focus on increased revenue and building strong donor relationships.

- Responsible for identifying, developing and securing donations through corporate giving and various cause marketing programs with an annual income of over \$2,000,000
- Generated new income and added brand awareness through new marketing programs
- Planned and executed executive meetings and special events
- Monitored annual department budget
- Responsible for public relations and networking events
- Public speaking & event leadership
- Implemented marketing materials and execution plan which increased revenue year over year
- Directed concept messaging and wrote copy across various offline and online campaigns including emails, newsletters, website, presentations, event scripts and speech writing

### **FUNDRAISER, MARKETING & EVENT COORDINATOR • Ryan's Reach • 2004 - 2015**

Provided a wide range of support to this start up 501(c)(3) non-profit organization for brain injury survivors.

- Identified potential companies and individuals to enter a sponsorship
- Planned and managed annual fundraising events
- Created and distributed marketing materials to promote events
- Managed over 100 volunteers
- Managed all charity administration tasks

Events included:

Annual Pat Boone Celebrity Golf Classic - Oversaw all aspects of the tournament. Managed registration, dinner and a silent/live auction. Promoted the event through Mail Chimp, Facebook, created flyers and press releases. Secured sponsorships and donations.

Dove Dash - Served as director of this annual race. Created and implemented a marketing strategy. Developed a race committee, secured corporate donors and sponsors, and grew the race from 200 to 800 runners. Significantly increased revenue year over year.

Pat Boone Celebrity Roast - Co-chaired event at the Beverly Hilton Hotel for 800 guests. Secured donations, created promotional materials. Led organizational meetings. Event revenue \$200K.

### **SENIOR ACCOUNT EXECUTIVE • FedEx • 1991 - 2001**

Outside sales executive focused on increasing sales and managing customer service for large corporations.

- Managed multiple key accounts including Toyota, and the Disneyland Resort
- Received extensive training in sales negotiation, presentation, problem solving and supply chain management
- Generated \$12 million in annual revenue
- Consistently recognized for exceeding all sales goals

**Bachelor of Science Degree / Marketing • California State University Fullerton • 1985**

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