

# BRENDAN SUDBERRY

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## EXPERIENCE

University of Utah

**Alumni Relations & Development Engagement Specialist, S.J. Quinney College of Law, Jan. 2024 - Present**

- Oversaw and assisted with the ideation, planning, and execution of local and regional programming including large- and small-scale socials, networking receptions, and other events
- Planned, executed and assisted in the reconceptualization of signature programming including annual Alumni Awards to align with industry standards, resulting in an approximately 18 percent increase in attendees at the 2024 Alumni Awards compared to 2023
- Oversaw sourcing and management of College-branded merchandise/swag
- Provided administrative support for events and programs including creation of guest lists, name badges, appropriate signage, pre- and post-communications, and coordination of other necessary logistics
- Created marketing and donor stewardship plans and calendars for fundraising campaigns and events
- Provided in-house graphic design support for advancement-related purposes including annual reports, social media graphics, digital advertising deliverables, physical signage, fliers, and webpage graphics
- Coordinated cross-functionally with internal and external partners to execute and maximize the impact and ROI of development events and programs
- Attended and provided support for College dean and fundraisers in meetings with key stakeholders including alumni, community partners, and high-level donors
- Provided project management coordination for spring Giving Day including overseeing fundraising strategy, communication and marketing plans, development of written and visual deliverables, social media content, and day-of execution

**Development Specialist, S.J. Quinney College of Law, Feb. 2023 - Jan. 2024**

- Assisted with the planning and execution of advancement programs
- Produced editorial-style written deliverables highlighting college-related activities
- Designed physical and digital marketing materials for development-related activities including indoor/outdoor signage, fliers, reports and social media graphics
- Designed and implemented branding for development programming and campaigns
- Conducted background research and prepared briefings on prospective donors

**Development Specialist, College of Humanities, July 2022 - Feb. 2023**

- Provided administrative support for the Sr. Director of Development and College Dean
- Oversaw donor stewardship including weekly gift acknowledgment letters, post-grant reports, and annual reports on endowed scholarship, chairs and other College programs
- Conducted meetings with donors and other external partners in association with dean and directors
- Oversaw successful submission of \$100,000 legislative funding request in coordination with former legislators, lobbyists, governmental relations, and legislative leadership

**Communications Intern, Utah Division of Arts & Museums, Jan. 2021 - May 2022**

- Managed daily postings on Facebook, Instagram and Twitter, increasing Facebook engagement by 36 percent and Instagram by 1,100 percent
- Assisted with planning, writing and managing two monthly e-newsletters
- Coordinated 20+ advertising buys with local broadcast and print media
- Provided graphic design support for advertising and way-finding
- Coordinated with parent and sister agencies on cohesive marketing strategy

## EDUCATION

Westminster University (pka Westminster College), BA Communication - Public Relations Emphasis, May 2022

- Justice Studies Minor
- Honors College Certificate
- Student Body President, 2021 - 2022
- Alumni Association DEIA Committee, Oct. 2023 - Present

## TECHNICAL FAMILIARITY

- Adobe Creative Cloud
- Canva
- Facebook
- Google GSuite
- Instagram
- LinkedIn
- Meta Business Suite
- Microsoft Office Suite
- Qualtrics
- Salesforce
- Twitter/X
- WordPress