



# Dominick Notare

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## SUMMARY

Dynamic Fundraising & Marketing Specialist with over 8 years of experience in elevating brand visibility and engagement. Proven track record of raising over \$270,000 through strategic fundraising events while leading innovative digital marketing campaigns that increased online presence by 13,000%. Skilled in donor relationship management and grant proposal writing, ensuring sustained support and funding. Ready to leverage expertise in marketing and community outreach to drive impactful initiatives and contribute to organizational growth.

## WORK EXPERIENCE

### Marketing Director

01/2017 – Present

Team Turano - GCRF •

- Directed and oversaw large-scale fundraising events and donor outreach initiatives, ensuring seamless execution to maximize revenue and engagement opportunities.
- Led the development and management of high-impact digital campaigns that elevated brand awareness and strengthened audience connections.
- Designed and implemented comprehensive social media strategies to drive engagement, expand reach, and enhance organizational presence across platforms.
- Championed brand identity development by aligning messaging and visuals across all marketing channels to ensure a consistent and compelling organizational voice.
- Raised over \$270,000 across seven years through strategic grassroots fundraising events, culminating in a record-breaking most recent event, which generated over \$40,000 in net revenue.

### Fundraising & Marketing Specialist / Chair of Events Committee

06/2024 – 11/2025

Their Place •

- Directed a comprehensive overhaul of the organization's website and social media presence, significantly enhancing brand visibility and supporter engagement.
- Chaired and managed the events committee, orchestrating successful initiatives that increased donor participation, strengthened community partnerships, and elevated the organization's public profile.

- Oversaw the creation of high-impact marketing collateral to effectively convey the organization's mission and inspire stakeholder support.
- Led the research, writing, and submission of grant proposals, securing funding for key strategic initiatives.
- Cultivated and maintained strong donor relationships through effective CRM management, personalized outreach, and targeted newsletters to boost retention and giving levels.
- Secured and strategically managed a \$10,000/month Google Ad Grant, driving sustained online traffic and increasing digital engagement.
- Spearheaded a comprehensive digital growth strategy that expanded online presence by 13,000%, leading cross-platform content initiatives, increasing output, and ensuring consistent, high-quality engagement to strengthen brand visibility and reach.
- Secured and nurtured new corporate donors to sponsor and support key events, enhancing partnerships and increasing revenue opportunities.

### **Marketing Manager**

09/2021 – 02/2023

Cancer Hope Network •

- Directed multi-channel social media and digital marketing initiatives, aligning them with organizational goals to expand reach and strengthen audience relationships.
- Ensured cohesive brand representation across all digital and print communications, reinforcing credibility and mission alignment.
- Contributed to the development of the organization's strategic plan, integrating marketing, fundraising, and outreach priorities into long-term growth objectives.
- Leveraged market research and data analysis to inform innovative campaigns that boosted engagement and fostered deeper community involvement.

### **Marketing Representative**

09/2020 – 09/2021

Int. Home Education •

- Served in a temporary contact role with a focus on digital marketing initiatives.

### **Brand Ambassador**

09/2019 – 12/2023

Venture Studios •

- Functioned as a brand ambassador, attending events and festivals to drive portrait package sales.

### **Sales Marketing Advisor**

07/2013 – 12/2023

YellowKorner Gallery •

- Drove high-value luxury sales, prioritized client retention strategies, and administered social media and client engagement programs.

## **EDUCATION**

### **MFA - Digital Art**

09/2014 – 05/2017

Academy of Art University •

### **BFA - Photography**

09/2012 – 05/2014

Kean University •

## SKILLS

Digital & Social Media Marketing

Strategic Campaign Development

Event Planning & Logistics

CRM & Donor Management

SEO & Analytics

Fundraising & Grant Writing

Brand Identity & Storytelling

Content Creation & Email Marketing

Audience Engagement

Inspiring Teams

Brand Direction

Mission-Driven Strategies

## LANGUAGES

English

## CERTIFICATES

**Raiser's Edge Fundamentals**

Blackbaud

**Learning Local SEO**