

MIKE GOMBITA
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EDUCATION

MISERICORDIA UNIVERSITY: January 2018 – December 2019

Master of Science: Organizational Management

MISERICORDIA UNIVERSITY: August 2014 – December 2017

Bachelor of Arts: Communications

WORK EXPERIENCE

MISERICORDIA UNIVERSITY - Digital Media Graduate Assistant: December 2017 – December 2019

- Worked with Director of Alumni Relations and Associate Director of Annual Giving to create and execute a comprehensive approach to alumni engagement and annual giving through digital and social media.
- Raise funds for select special projects and events coordinated by Alumni Relations and University Advancement division.
- Identify potential alumni donors through social and digital engagement.
- Developed and implemented marketing strategies to increase brand awareness, engagement, & lead generation (fundraising/events).
- Increased alumni brand engagement which was the highest the department has ever experienced with 573%.
- Produced videography, photography, graphic design, and copy for all communication mediums.
- Facilitate and promote the immediate involvement of students in alumni relations prior to graduation and communicate the advantages of their involvement.

MISERICORDIA UNIVERSITY – Advisor, *Students Today, Alumni Forever*: April 2018-December 2019

- Responsible for advising and oversight of student philanthropy team of 67 to promote the culture of philanthropy on campus.
- Execution and management of on-going student engagement and Senior Class Gift initiatives.
- Manage social media strategies that align with the organizations' master communications plan.
- Manage campus engagement activities.

MISERICORDIA UNIVERSITY - Intern, Office of Student Engagement: April 2017-December 2017

- Developed and strategized inaugural digital marketing plan.
- Created an Amazon Echo skill to read a daily message when asked.
- Managed webpages, social media, student portal, and SMS marketing.

MISERICORDIA UNIVERSITY - President, *Students Today, Alumni Forever*: April 2017-December 2017

- Developed and implemented a student philanthropy program for increasing overall student awareness of philanthropy. (ie. marketing program to increase awareness and reasons alumni support Misericordia).
- Managed a communications and event strategies for first year to senior class engagement and fundraising efforts.

SKILLS

- Organized and able to work on multiple projects simultaneously while prioritizing deadlines.
- Demonstrated ability to build productive relationships with alumni, students, staff and faculty.
- Familiarity with the principles of friend/fund raising and annual giving.
- Experience working with diverse constituencies.
- Ability to work independently and as part of a team.

ACHIEVEMENTS

AFP Northeast PA – Outstanding Youth in Philanthropy: November 2018

The Association of Fundraising Professionals, NEPA Chapter recognized Misericordia University's student-run philanthropic organization for their outstanding commitment to the community as leaders in philanthropy.