

SAMA ABU AYYASH

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SUMMARY

- Art Administrator, development professional, and marketing strategist with a background in communications, and over 15 years of experience in a variety of sectors including advertising, the arts, social justice, healthcare, childcare and animal welfare.
- Strong knowledge in operations, data management and analysis, with hands-on experience in customer/donor relationship and content management.
- Creative, results-oriented with excellent project management and problem solving skills.

EXPERIENCE

Development Director (December 2016 – February 2017)

Jamestown Community Center, San Francisco, CA

- Provided strategic direction, and managed development activities.
- Worked closely with program staff, executive director and finance director on budgeting.
- In collaboration with executive director, provided support to the Jamestown Council in organizing and implementing annual fundraising event.

Chief Development Officer (2015 – 2016)

Wu Yee Children's Services, San Francisco, CA

- Supported and provided counsel to CEO in areas of donor engagement, and strategic planning.
- Designed and implemented Wu Yee development plan, and met annual revenue goals within first four months.
- Managed marketing and communications agency-wide.

Development Consultant – Systems and Operations (2011 – 2012)

Seton Medical Center Foundation, Daly City, CA

- Performed development operations audit and recommended steps for improvement.
- Supported Chief Development Officer in recruiting new foundation team, authored new policies and procedures manual, and trained new hires.
- Managed 20k-record database, and led data cleanup and streamlining project.

Development Consultant – Strategic Planning (2009)

Middle East Children's Alliance, Berkeley, CA

- Provided advice and direction to development director in preparing for audit.
- Collaborated with staff and guided resources during strategic planning process.

Development Consultant – e.Philanthropy (2008 – 2009)

San Francisco Society for the Prevention of Cruelty to Animals, San Francisco, CA

- Guided development through CRM software evaluation project.
- Designed survey to measure donor satisfaction and e-philanthropy.
- Developed online giving strategy, and integrated annual fund holiday appeal across different channels.

Annual Giving Director (2004 - 2008)

International Museum of Women, San Francisco, CA

- Created membership program, expanded donor base, and increased renewals from 29% to 38%.
- Launched online list serve and e-commerce site, and grew email list from 3,000 to 30,000.
- Worked directly and regularly with volunteers and board members, and increased annual fund direct mail response rate from 1% to 6%.
- Co-managed annual gala, and worked closely with event committee and board members on solicitation and stewardship of corporate sponsors and individual donors.

Membership Sales Manager (2000 – 2004)

San Francisco Museum of Modern Art, San Francisco, CA

- Raised over \$1.2 Million in membership revenue and enlisted 10k to 15k new members annually.
- Increased onsite visitor-to-member conversion from 1% to 3%, and achieved record conversion of 7%.
- Initiated introduction of new brand identity, and managed redesign of collateral materials.
- Collaborated with visitor services and store during atrium redesign and introduction of new ticketing system, and spearheaded data integration to improve quality and consistency of member services.
- Increased online membership sales from \$60k to \$280k and e-news subscriptions from 1,200 to 17,000 .

OTHER EXPERIENCE

Advertising Supervisor (1996 – 1997)

ElZay Ready Wear Manufacturing Company, Zarqa, Jordan

Creative Project Director (1993 – 1995)

Elsaje Animation House, Amman, Jordan

VOLUNTEER HISTORY

- *Volunteer*, Arab Resources and Organizing Center, Office Manager, San Francisco, CA (2016)
- *Volunteer*, Galleria De La Raza, Gallery Attendant, San Francisco, CA (2016-Present)
- *Volunteer*, Root Division, Gallery Assistant, San Francisco, CA (2015)
- *Volunteer*, Museum Of the African Diaspora, Events Assistant, San Francisco, CA (2015)
- *Pro-bono Fundraising Consultant*, Arab Resources and Organizing Center (AROC), San Francisco, CA (2014)
- *Member*, Sponsorship Committee, National Philanthropy Day, San Francisco, CA (2012)
- *Member*, Planning Committee, *Zeit & Za'atar*, AROC, San Francisco, CA (2012)
- *Member*, Marketing Committee, Fundraising Day, San Francisco, CA (2009)
- *Member*, Board of Directors, The LAB, San Francisco, CA (2008 – 2009)
- *Lead Organizer and Co-manager*, *Made In Palestine* art exhibition, San Francisco, CA (2004 - 2005)
- *Assistant to the Development Director*, Texas Fine Arts Association, Austin, TX (2000)
- *Gallery Assistant*, Dunn and Brown Contemporary, Dallas, TX (2000)
- *Gallery Assistant*, Conduit Gallery, Dallas, TX (1999)
- *Assistant to the Public Relations and Communications Director*, Dallas Museum of Art, Dallas, TX (1999)
- *Development Research Assistant*, Meadows School of the Arts, Dallas, TX (1999)
- *Assistant to the Registrar*, Meadows Museum, Dallas, TX (1998)

EDUCATION

- **MBA, MA, Arts Administration**, Southern Methodist University, Dallas, TX
- **Developing Major Gifts**, Center on Philanthropy, the Fundraising School, San Francisco, CA
- **BS, Advertising**, University of Texas, Austin, TX

OTHER SKILLS

- Multi-lingual: English (fluent), Arabic (native), French and Italian (conversant)
- Proficient in Microsoft Office Suite, Raisers Edge, VISTA Ticketing System, Exceed! Premiere, Entango, Bluehornet, and familiar with Salesforce, CiviCRM, Wealth Engine, Convio, Dreamweaver MX, File Maker Pro, Access, Adobe Photoshop and Illustrator, Silicon Graphics Digital Composer and Sun Station Animator.