

Molly Perkins

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Professional Experience

Lois Frankel for Congress (FL-22)

Director of Donor Development

- Collected, itemized and recorded all incoming funds as part of a team that raised over \$3.4m; prepared daily reports that allowed funds to be properly tracked.
- Independently managed direct-mail fundraising initiatives, directing up to 10 interns, resulting in over 4,500 people contacted and \$73k raised.
- Oversaw the completion of, on average, 500 pieces of written correspondence each week, fostering good relationships with individual donors and constituents.
- Wrote and edited correspondences to donors and constituents, improving message quality to capitalize on outreach efforts.
- Managed recruitment of campaign fellows by handling inquiries, identifying candidates, coordinating and conducting interviews.
- Compiled and analyzed donor statistics to create fundraising strategies that maximized returns while maintaining efficient use of campaign resources.
- Promoted campaign fundraisers by composing emails and creating webpages that publicized event details and facilitated online contributions.

December 2011 – November 2012
West Palm Beach, FL

Organizing for America

SB5 Repeal Effort and GOTV Volunteer

- Managed office operations while supervising shifts of up to 10 volunteers.
- Trained over 30 new volunteers to canvass and phonebank.
- Recruited volunteers, motivated voters and garnered campaign support by engaging individuals by phone and in person.
- Ensured maximum benefit from voter interactions by collecting and organizing data, using VAN to document information.

September – November 2011
Cincinnati, OH

The Michigan Daily Newspaper

Account Executive

- Independently managed over 50 local and national advertising accounts.
- Consistently met and exceeded earnings quotas of \$8,000 - \$11,000 per month.
- Fostered client relationships through regular communication, ensuring repeat business and additional revenue.
- Secured new business by initiating communication and establishing relationships with clients who had not previously advertised.
- Prepared and presented sales proposals to potential advertisers.
- Improved customer satisfaction by traveling to local businesses to meet in person and working extra hours to accommodate customers.

April – December 2010
Ann Arbor, MI

Other Experience

Independent Senior Research Project

Empirical Macroeconomic Research

- Formulated hypothesis, conducted research and wrote report with minimal supervision.
- Delegated work and coordinated meetings with three-member research team.
- Analyzed extensive datasets and outputs, transforming information into a clear, comprehensive report.
- Communicated complex ideas clearly in presentations to faculty and peers.

January – April 2011
Ann Arbor, MI

Education

University of Michigan

Bachelor of Arts in Economics, Honors College

Concentration GPA: 3.7/4.0; Cumulative GPA: 3.4/4.0

August 2007 – May 2011
Ann Arbor, MI

Skills

Computer: Experienced user of Excel, PowerPoint; Statistical programs including STATA, SPSS; Research databases including Lexis-Nexis; NGP, VAN

Language: Proficient in Spanish