

LAURA PRIMES
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Dallas, Texas

PROFESSIONAL EXPERIENCE

CCS FUNDRAISING CONSULTING

PHILADELPHIA, PA

Associate Director, Strategy and Business Development

May 2019–April 2020

- Executed annual marketing initiatives, sales, and strategic outreach goals for sectors including healthcare, higher education, environment, law, and human services industries
- Planned and managed client stewardship and thought leadership events across core markets, including marketing materials, client proposals, direct mail, and follow up strategies to ensure greatest ROI
- Designed and managed innovative proposal and sales work, leading to the acquisition of 10 new clients; business development efforts resulted in over \$1 million in incremental sales
- Directed conferences, market relationships, and e-communications strategy across seven markets to enhance presence
- Conceptualized and composed sales materials and presentations for 30+ new and existing clients and executives across the firm and various market sectors with ongoing communication with clients and leads
- Developed and reported on KPIs to analyze development of leads, sales, and business development strategies; resulted in increase in qualified leads meetings and event invitee lists

BRIGHAM AND WOMEN’S HOSPITAL, HARVARD MEDICAL SCHOOL (BWH)

BOSTON, MA

Development Advisor, Global Health Initiatives and Women’s Health

May 2014 – January 2016

- Updated development staff and clients on fundraising, revenue goals, and marketing methods for 200+ donors and corporations to support new research, medical projects, healthcare initiatives, and pharmaceutical products
- Designed data-driven reports, public relations materials, media, e-mail blasts, and website updates that displayed wants and needs of healthcare clients while implementing long-term strategic plan for company’s goals
- Responsible for year-long planning and project management of Women’s Health Luncheon; annual fundraiser attended by 400+ donors devoted to spreading awareness of issues and research advancements in women’s healthcare

WBUR, BOSTON’S NPR NEWS STATION

BOSTON, MA

Development Advisor, Fundraising and Marketing

May 2013–May 2014

- Organized and presented client and status reports (weekly/monthly/annual) for Directors and Station President while maintaining written and in-person contact with outside media and clients
- Worked extensively with NPR Board of Overseers and Executive Council to create marketing materials and outreach initiatives to streamline donor outreach efforts via social media
- Managed and strategized materials, budgeting, e-mail blasts, and website for WBUR Gala, a yearly NPR fundraiser attended by 500+ high-level donors, raising over \$350,000

EDUCATION

TUFTS UNIVERSITY

MEDFORD, MA

Post-Graduate Certificate in Healthcare Studies

January 2016–May 2018

Bachelor of Arts in Religion, Minor in Political Science

September 2009–May 2013

- GPA 3.5; Dean’s List, Honors in Religion
- Senior Honors Thesis: *The Relationship Between Marketing and Religion in the Republic of Turkey*
- Tufts University Alumni Admissions Program Interviewer, Leonard Carmichael Society Educational Tutor
- Danish Institute for Study Abroad (Copenhagen, Denmark): Communications and Media Program – Intercultural Leadership Award Recipient, Elected Class Representative

COMMUNITY INVOLVEMENT AND SKILLS

- United Way of Greater Philadelphia, Leadership Team
- United Way of Massachusetts Bay, Volunteer
- Women in Development, Member
- Technology Experience: Raiser’s Edge, Salesforce, NetSuite, Marketo, Adobe Photoshop, Allegiance Database, Constant Contact, WordPress, MS Office, Canva, various social media platforms
- Languages: Proficient in French (written and verbal)
- Personal Interests: Scandinavian travel, F45 Training, writing, and documentaries