

Patrice Ekins

232 Driftwood Lane • Schaumburg, IL 60193 • Home: (847) 301-9167 • Cell: (847) 322-3497
pekings6@hotmail.com

Non-Profit Management / Executive Director / Political Staff / Lobbyist

Director with seven years of executive experience in the not-for-profit world, and over 15 years' experience in the sales and service industry, looking to create / strengthen high-powered, high-profile organizations, using strategic management, sound financial decisions and empowered staff and volunteers.

Qualifications include:

- Operations
- Strategic Management
- Governmental Affairs
- Fundraising
- Event Planning
- Marketing & Public Relations
- Partnerships & Team Building
- Budgeting & Financial Management
- Volunteer Recruitment
- Supervision

PROFESSIONAL EXPERIENCE

Underground Contractors Association of Illinois, Itasca, IL 2000-2004
Statewide association serving 260 member companies

Associate Director

Coordinated Governmental Affairs, Continuing Education and Marketing programs and committees. Partnered with Executive Director on all major decisions and overall association management, including budgets. Media Representative for all media relations. Recruited, hired, trained and supervised staff. Solicited corporate sponsorships for funding events and promoted events to membership to meet budget objectives.

- **Government coordinator at both state and national levels. Monitored legislation affecting association, and directed lobbying team efforts.**
- Cultivated relationship with like association to partner on lobbying costs, resulting in association savings of \$20,000 annually.
- **Engaged and collaborated with Associated Press reporter in Washington D.C. to write article regarding federal "Clean Water" bill. Article reached over one million readers.**
- **Assisted in lobbying efforts that successfully restored storm water legislation vetoed by Governor.**
- **Raised public awareness of association and Clean Water funding through press releases and by writing successful radio ad program attracting over 5,000 hits to website that normally averaged 150 hits weekly.**
- Conceptualized marketing programs, including website and membership redesign, and national sales pitch for safety DVD.
- Editor of monthly newsletter. Moved production in-house, saving substantial outsourcing fees.
- Developed state-of-the-art classroom facility and mini-college program offering Management Development courses to membership. Authored successful grant request to support program.
- Oversaw and managed payroll and insurance needs for association.
- Planned, implemented and participated in association leadership Strategic Planning Session, which resulted in new Mission Statement and new long-range direction for association.
- Developed and managed budgets for conventions, special events, and meetings. Managed meeting planning including theme development, hospitality, travel and entertainment bookings.
- Provided on-site management and problem resolution at conventions and special events with over 300 attendees per event and budgets as high as \$150,000.
- Raised \$45,000 in corporate sponsorships for just one event.

Little City Foundation, Palatine, IL

1997-1999

Social service agency serving thousands of people with developmental disabilities and their families.

Assistant to Executive Director / Director of Operations

Managed overall operations at the level of Director. Researched and resolved problems before they escalated to Executive Director's level. In Directors' meetings, was entrusted with Executive Director's deciding vote in his absence, in addition to my vote. Oversaw staff of Associate Directors, development assistants and support administrators. Managed development activities, including event planning.

- Achieved \$2.5 million fund-raising objective.
- Established a Research and Development department to track donor histories and enhance fundraising efforts. Implemented new software program and training program to support staff in this effort.
- Interacted with Program Services and Public Relations Departments to develop publicity strategies, maintain professional image within the community, and handle questions from the private and business sectors.
- Revived and expanded active volunteer program from 100 to 242 individuals which resulted in thousands of dollars in additional contributions.

Kiran Promotions, Schaumburg, IL

(early 1990's)

Public Relations Manager/Sales Manager

- Successfully opened new territory consisting of five west suburban cities, while maintaining an established territory, selling and designing advertising copy for small businesses.
- Launched successful P.R. campaign for entertainment/recreation client, including implementation of all aspects of live entertainment.

Marshall Fields, Schaumburg, IL

(1990's)

Sales Manager

- Increased departmental sales by 38% through special promotions, creative marketing and selling, and effective staff development. Personally increased sales 12% during recession period when overall department sales decreased 16%.
- Achieved competitive numbers for cosmetic vendor products (with no advertising budget) against multi-million dollar lines.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Arts degree accelerated courses (complete in two semesters)

Roosevelt University; anticipated graduation: January 2006

Coursework in Management, American Government, Not-for-Profit, Public Relations, Marketing, business (equal to three years of college credits)

Fox Business College, Moraine Valley Community College, College of DuPage, Harper College

Community Media Workshop

Columbia College, Chicago, 2003

Real Estate License

Century 21 Training, 1989

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Dear Linda:

With a diverse background in operations, management, legislative affairs, sales, marketing, and public relations, I am currently seeking a challenging and rewarding career position that will utilize my superior project implementation and leadership capabilities. I would welcome the opportunity to put my expertise to work for a progressive environment.

In my position as Associate Director for the Underground Contractors Association of Illinois, I was the coordinator for all legislative and public affairs. My duties included working with legislators at both state and national levels, raising funds for the PAC fund, working closely with lobbyists in Springfield and D.C., and getting members involved with legislation that affected their business and industry. I am also a registered lobbyist.

For much of my time with UCA, I headed the association's quest to get federal legislation passed that would increase funding for water infrastructure projects.

As backup for the Executive Director, I worked in tandem with him and the board day to day, and was included in the process of all major decisions that affected the association, including the budget.

Regarding Public Relations, I was editor for the monthly newsletter, and did my best to build the profile of the Underground Contractors of Illinois to be a well-known and positive one. I was successful in persuading a reporter for the Associated Press to write an article seen nationally by over a million readers, regarding a legislative issue of importance to the association.

While Assistant to the Executive Director of Little City, a not-for-profit foundation, I coordinated management of all functional areas to maintain efficient operations. My title may be misleading, as I reported to the Executive Director as a Director, and supervised my own staff.

Responsible for generating over \$2 million from fund-raising activities annually, I developed, planned, and orchestrated events throughout the community and tracked donor histories to enhance fund-raising efforts. My charismatic leadership style fosters a sense of teamwork and cooperation among my staff and results in greater productivity and accomplishment of goals.

My marketing and public relations experience include developing publicity strategies, writing press releases, creating promotional literature, designing advertising copy and writing successful radio ads.

I would welcome an opportunity to work to further the efforts of an organization that would benefit from my contribution, and I look forward to hearing from you.

Sincerely,

Patrice Ekins
Attachment