



# RICHONDA FEGINS

## CONTACT

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## PLATFORMS

- Google Suite
- Microsoft Office Suite
- Emma
- iContact
- Modern Campus
- Blackbaud NetCommunity
- GiveCampus
- Canva
- Asana
- Raiser's Edge
- Instagram, TikTok, X, Facebook

## PUBLICATIONS

**“Escape the Space: Building Better Communication with Peers through Problem-Solving Situations”**

Utah State University Press  
December 2022

**“Familiar Stranger” (poem)**  
Union County Teen Arts Anthology  
March 2011

## CONFERENCES

**Mid Atlantic Writing Center Association (MAWCA)**  
Penn State Berks, Reading, PA  
April 2017

Escape the Space: Teambuilding, Collaboration, and Problem-Solving in the Writing Center

## CORE QUALIFICATIONS

- Excellent written and verbal communication
- Driven and detail oriented
- Independent and collaborative worker
- Adapt quickly
- Excellent project management
- Supervisory and management skills
- Effective conflict resolution skills
- Team leadership
- Highly organized

## PROFESSIONAL EXPERIENCE

### **Seton Hall University, South Orange, NJ**

#### *Sr. Assoc. Director of Alumni and Campaign Communications*

December 2023 - **Present**

- Assume promoted role encompassing responsibilities of Associate Director and other increased tasks
- Lead curation and copywriting of long-form narrative content: press releases, news stories, features, etc.
- Create comprehensive campaign and marketing materials
- Implement strategic communication strategies for pivotal campaigns
  - Giving Day – Over \$2M, 2,272 donors (April 2024)
- Conduct interviews with principal and major gift donors, as well as general alumni constituents
- Supervise and mentor three team members including graduate assistants and interns

#### *Interim Director of Alumni Communication and Digital Engagement*

January 2023 – June 2023

- Assumed leadership of communications during supervisor’s maternity leave
- Developed and executed comprehensive communication plans for all alumni initiatives
- Spearheaded email marketing for entire division and managed daily calendar
- Supervised and mentored graduate assistant and undergrad intern
- Oversaw publication of alumni section of University magazine
- Collaborated closely with University Relations to maintain consistency across all alumni web pages

#### *Associate Director of Alumni and Philanthropic Communications*

September 2019 – December 2023

- Wrote and strategized emails, direct mail, crowdfunding, and social media content to build donor base
- Led storytelling initiatives and curated news stories and profiles for web and social
- Crafted communications for pivotal campaigns such as Giving Day, Rock the Socks, Giving Tuesday, etc.
  - Giving Day – Over \$1.2M, 2,444 donors, 778 first-time donors (April 2023)
  - Rock the Socks – Over \$128K, 1,152 donors, (October – December 2022)
- Tracked and reported on division-wide communications and campaigns
  - Implemented redesign strategy resulting in increased open rates and engagement of 10%
- Built and distributed several monthly newsletters including alumni e-newsletter, Pirate Press
- Drafted selected appeals and messages for leadership, including the president of the University
- Collaborated cross-functionally on communication strategy for capital campaign

### **Kean University Writing Center, Union, NJ**

September 2014 – August 2019

#### *Academic Specialist*

July 2018 – August 2019

- Supervised a staff of 30 people (including Public Speaking Lab)
- Trained and on-boarded new and returning staff
- Led bi-weekly staff meetings
- Presented to student body, faculty, and staff about services and highlighted academic topics
- Coordinated and oversaw writing center related events, workshops, and projects
- Curated reference and promotional materials for students, faculty, and staff (i.e., handouts, flyers, etc.)
- Collaborated with colleagues on public relations strategies to increase center utilization
- Participated in and assisted with all re-branding for the Writing Center

## EDUCATION

### **Seton Hall University**

South Orange, NJ

- Certificate, Public Relations

May 2022

### **Kean University**

Union, NJ

- M.A., English & Writing Studies
- B.A., English (Con. Creative Writing)

May 2018

May 2016

### **Institute of Children’s Literature**

Madison, CT - Virtual

- Certificate of Completion, Writing for Children & Young Adults

February 2011