

# Abby Kacen

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## Education

### **The University of Georgia, Athens, GA**

Bachelors of Fine Arts, Interdisciplinary Art, 2016

*Relevant course work: Figure Drawing, Illustration, Screenwriting*

Master of Arts, Nonprofit Management & Leadership, 2020

*Relevant course work: Grant Writing, Multicultural & Cross-Cultural Study in Art Education, Design Thinking, Leadership Development*

## Work Experience

### **Nuci's Space, Athens, GA**

**September 2020 - Present**

Development Associate & Visual Art Coordinator

- Support the Development Director with a focus on prospective donors, donor engagement & development, grants cultivation & management, and corporate giving solicitation. Assist with planning and executing annual fundraising, and raising over \$20,000 in end-of-year giving through virtual events in 2020.
- Researching and implementing best practices on recurring donors and major giving while managing our donor recognition program for gifts ranging from \$2,500 to \$125,000+ by running reports and analyzing donor data.
- Art program management, coordinating beautification with temporary & permanent art installations and create graphic images for integral & external communications. Plan, budget, fund, and coordinate four mural projects.

**January 2020 - June 2021**

Development Intern

- Manage the donor database (Little Green Light) by regularly performing data inputs, running reports, sending gift acknowledgements, and researching and implementing best donor data management practices.
- Create supplementary graphic designs to aid with marketing on social media and in program informational materials.
- Train and coordinate volunteers for front desk duties, outreach events, and fundraisers.

### **East Georgia Cancer Coalition, Athens, GA**

**August 2020 - Present**

Content Manager

- Design and build a Wordpress blog and create web content using video cameras & editing software.
- Manage marketing and social media promotion.

- Work with media companies to optimize ad revenue and web traffic.
- Coordinate with graduate assistants and interns to help provide additional support for marketing and promotion.

**January 2020 - May 2021**

Graduate Assistant

- Create and disperse educational information on the health risks of vaping, targeted toward youth age 7-12. Successfully partner with school district leaders to get the vape education material into the school programming.

### **Keep It Weird Collective, Athens, GA**

**January 2019 - Present**

Manager

- Form partnerships with artists around the U.S. to onboard artists into the digital collective, assist them with building an inventory, setting fair prices for their work, ship orders promptly, and encourage cross-promotion of artwork.
- Create, build, and maintain an online store, formerly on Squarespace and now on Shopify.
- Regularly promote the website via social media and email marketing.

### **Volunteer Experience**

#### **Athens Area Arts Council, Athens, GA**

**September 2020 - Present**

Board Vice President, Finance Subcommittee, Grants Subcommittee, Community Partnerships Subcommittee

### **Certifications & Continued Education**

Georgia Center for Nonprofit (GCN) Courses: FND 232, FND 233, FND 242 • GCN Certificate of Emotional Intelligence • QPR Certified

### **Technology**

Little Green Light • Google Suite • Mailchimp • monday.com • Adobe: Photoshop, InDesign, Illustrator, Premiere • Slack • group.me • Squarespace • Shopify • Wordpress • notion.so • Social Media platforms (Facebook, Instagram, Pinterest, Twitter)