

ROBERT ALFORD, PHD

WORK EXPERIENCE

Associate — SteegeThomson Communications, August 2021 – Present

- Provide comprehensive communications consulting to higher education, arts and culture, and independent school clients including Yale Law School, the Annenberg School for Communication at the University of Pennsylvania, the Library of Congress, and the KIPP Foundation.
- Maintain positive client relations through regular meetings and timely communications, intensive discovery interviews, beginning-to-end project management, training clients on beneficial tools, and over-delivering on expectations.
- Deliverables include the full range of external-facing development communications including visual- and design-driven cases for support and fundraising messaging through print and video, integrated communications plans for capital campaigns with attention to both internal and external audiences, and stewardship and gratitude gestures through illustrated reports, custom websites, and press releases.

Associate Director, Donor Relations — Swarthmore College, March 2019 – April 2021

- Managed the comprehensive endowed scholarships process, including reaching out to and encouraging students to submit surveys, reviewing and categorizing student responses, liaising with institutional partners to match students to funds, creating and distributing individualized reports to 500+ donors, and publicizing and planning the annual scholarship event.
- Oversaw all aspects of donor recognition including setting prices for naming opportunities and vetting these with the Board of Managers, creating and unifying print collateral, and working with facilities to overhaul signage standards on campus.
- Generated programmatic reports to update donors on College activities and drafted presidential acknowledgment letters.
- Strategized and executed engagement points for annual leadership donors, including regular update emails, bi-annual stewardship mailings, cards for holidays and special birthdays, and campus events.

Assistant Director, Donor Relations — UCLA School of the Arts and Architecture, November 2017 - November 2018

- Managed complex projects to achieve goals for UCLA's Centennial Campaign. Responsibilities included overseeing donor acknowledgments from scholarship recipients, creating a book to advertise the new Graduate Art Studios as a funding opportunity, spearheading special stewardship projects for key donors, and producing branding and promotional materials.
- Drafted and published communications on school activities in print, digital, and social media.
- Liaised with faculty and staff across campus to ensure proper use of funds and streamline processes.

Grant Writer — Hammer Museum, April 2017 - November 2017

- Managed all aspects of the grant process pre- and post-award, inclusive of research, solicitation, drafting proposals, internal review, submission, database maintenance, reporting, and stewardship.
- Liaised with employees across the museum in curatorial, finance, communications, and public and academic programs.
- Instituted a new, multi-stage review process for grant proposals and developed new procedures for gathering information, increasing communication between departments, and promoting proper oversight of grant funds.
- Identified federal, institutional, and corporate funders and developed proposals to underwrite activities at the museum, including a new relationship with the Ford Foundation for a multi-year grant.

PhD Candidate/Graduate Student Instructor — UC Berkeley, August 2008 - May 2016

- Published work in journals including *Screen* and *Cultural Critique*. Edited manuscripts for Film and Media professors.
- Designed and executed a long-term, qualitative research study on media consumption in LGBTQ+ communities.
- Organized and delivered 11 courses for class sizes ranging from 11 to 67, addressing students from diverse backgrounds.

EDUCATION

PhD	University of California, Berkeley	Film and Media, 2016
MA	University of California, Berkeley	Rhetoric, 2010
BA	Swarthmore College	Art History, 2006