

Jennifer A. Tsolas

Current Account Executive in the furniture industry & former Resource Development Executive seeking a part -time opportunity to serve my community.

Sales & Interior Design

Design Within Reach, Cambridge, MA - Account Executive

2022 - present

- Facilitate the Design Within Reach (DWR) client experience and educate clients on each product's story and details
- Expand clients' connection to the DWR brand and represent DWR in the design community.
- Utilize Salesforce, 3D space planner, and other company tools to manage the full client lifecycle to meet and exceed sales goals.
- Assist in maintaining the Studio's design and visual standards using merchandising guidelines.
- Travel for in-home client consultations and visits to local trade professionals.

Bassett Furniture, Chestnut Hill, MA - Design Consultant

2021 - 2022

- Built meaningful and long-term customer relationships by showcasing my comprehensive knowledge of interiors, ranging from furniture construction to design trends.
- Utilized "relationship selling" techniques through interior design consultations and makeovers to maximize selling opportunities and meet monthly sales goals.
- Translated customer wants into design choices by utilizing showroom samples and digital room planning tools to enhance virtual and in-person creative presentations.
- Stewarded clients through the shopping experience from discovery to post-delivery satisfaction.
- Utilized Salesforce and Storis for client stewardship and project management.

Non-profit Development & Communications

Strong Women Strong Girls, Jamaica Plain, MA - Director of Development & Communications

2019 - 2021

- Directed all fundraising, communications and volunteer engagement strategies for an organization serving over 600 elementary school aged girls and 200 college women.
- Increased annual revenue by 17% across corporate, foundation, individual and event revenue streams during the COVID-19 pandemic.
- Represented staff on the Strategic Planning Advisory Committee and collaborated with various

...continued Non-profit Development & Communications

stakeholders and consultants to create a 3-year strategic plan for the organization, including alignment with the Pittsburgh office and plans for sustainability and expansion.

- Created revenue planning template and guidelines providing increased accuracy of revenue projections across both Boston and Pittsburgh operations.
- Led the adoption and implementation of Salesforce as a donor database of record for both cities.
- Led the re-launch of the “Strong Leaders Network” by recruiting and training individual and corporate volunteers to provide one-on-one mentoring sessions to college women.

Tufts University School of Dental Medicine, Boston, MA - *Associate Dir. of Development, Major Gifts*

2016 - 2019

- Directed prospect moves management and pipeline development across Alumni Relations, Annual Fund, and Planned Giving teams for 9,000+ alumni.
- Identified, qualified, cultivated and solicited prospective donors, managing a personal portfolio of 150 prospects throughout the U.S. giving \$1K - \$100K+ annually.
- Worked with the Dean of the University, Senior Director and various faculty members to design and implement an \$8 million lobby renovation campaign.
- Collaborated with the Dean, Continuing Education team and faculty members to create and execute 150th Anniversary events to engage alumni in Asia, the Middle East and Europe.
- Co-led “Visioning Project” with Senior Director to create collateral stating the funding needs of 7 post-graduate programs, in addition to financial aid, faculty development, and capital needs.

On The Rise, Cambridge, MA - *Director of Development & Communications*

2010 - 2015

- Served on a three-person management team which oversaw the development, operations, and programs necessary to support over 400 homeless and formerly homeless women annually.
- Developed and implemented annual fundraising strategy, raising \$1M in public and private funding annually: 80% private funding from individual giving, major gifts, special events, and corporations.
- Designed a three-year capacity building campaign to raise \$700K to support expanded programs for formerly homeless women now living in their own apartments.
- Recruited a pro-bono Development Advisory Committee of industry professionals.
- Managed the annual Prepare for Winter Dinner, an event attracting over 400 guests and raising more than \$220K through corporate sponsorships, individual gifts, and a silent auction.
- Recruited and stewarded board members, creating individual work plans including yearly giving goals and engagement in development activities.

MA Affordable Housing Alliance, Dorchester, MA - *Director of Development & Communications*

2007 - 2010 (*Promoted from Manager of Development & Communications to Director in 2008*)

- Led the completion of the organization’s \$4M capital campaign.

...continued Non-profit Development & Communications

- Raised \$800K annually to support programs that educate individuals and mobilize communities around affordable housing in MA.
- Developed an advisory group of leadership donors that grew to 18 ppl in its first year.
- Created MAHA's signature annual fundraising event, The Taste of Dorchester, attracting 500 guests, raising \$42K, and increasing MAHA's individual donor base by 13.5%.
- Directed the organization's first direct mail campaign and e-newsletter through Constant Contact.
- Led a pro-bono consulting engagement with Common Impact to review MAHA's branding platform.
- Managed advertising campaigns on MBTA buses from ad concept to ad placement.

Community Servings, Jamaica Plain, MA - Special Event Manager

2004 - 2007 (Promoted from Special Events Assistant to Manager in 2005)

- Managed large-scale fundraising events, raising one-third of an annual \$2.7M budget.
- Stewarded donors and board members, serving as point person for volunteer committees.
- Solicited and negotiated in-kind donations and corporate sponsorships.
- Managed strategy and production of event related marketing materials and public relations efforts.

Education & Training

- Bachelor of Arts, English from Saint Anselm College in Manchester, NH (2000)
- Plus Delta Partners: Discipline of Frontline Fundraising 9-month Major Donor Training (2017)
- Proficiency in the following programs: Microsoft Office, Google Drive, Salesforce, Donor Perfect, Storis, WordPress, Advance/Elucian, Classy, Mailchimp, Constant Contact, and Hootsuite.