



# Jen Jayme



## PROFILE

Hello. I'm a seasoned professional enjoying a second career as a full-stack web developer after 20+ years in fundraising, marketing and communications for nonprofits.

I hold a Certificate in Full-Stack Web Development from UC Berkeley's Coding Boot Camp.

I'm currently most proficient in HTML, CSS, Javascript and React, yet comfortable with many technologies (see Skills section).

I've been described as a natural leader, early adopter, continuous learner, prolific worker and data geek.

While presently running a successful consulting practice, I'm exploring positions in web development to spend more of my time coding, deepen my technical skills and be part of a team.

My experience includes serving in leadership roles at many prominent organizations, where I've launched new websites and implemented various new technologies while helping teams meet ambitious goals, and inspiring millions of dollars in donations.

See reverse for details on:

- [Education](#)
- [Technical Skills](#)
- [Community Service](#)

## CONTACT ME

-  408.455.5643
-  [jen@jaymedev.com](mailto:jen@jaymedev.com)
-  [github.com/JenJayme](https://github.com/JenJayme)
-  [linkedin.com/in/JenJayme](https://linkedin.com/in/JenJayme)

## WORK EXPERIENCE

### Principal Consultant | Jayme Development

Novato, CA · March 2020–present

Provide expert guidance and support for digital communications projects including web site development, CRM database and communications platform setup, as well as strategy, interim leadership, content and grant proposal writing.

### Vice President of Development | Community Action Marin

San Rafael, CA · May 2019–March 2020

Led Fundraising & Marcomms\* for large nonprofit provider of human services to low-income people. Launched [new website](#). Rolled out new brand strategy. Introduced first marcomms editorial calendar and social media toolkit. Introduced first relational CRM database. Initiated migration of agency files from local server to Sharepoint cloud. Supervised 2 FTE + consultants.

### Interim Chief Development Officer | Episcopal Community Services SF

San Francisco, CA · Nov 2018–April 2019

Provided interim leadership of Fundraising & Marcomms\* for large provider of housing and services to homeless people. Oversaw [web site redesign](#). Supervised 6 FTEs.

### Vice President of Development | Big Brothers Big Sisters of the Bay Area

San Francisco, CA · Nov 2016–Oct 2018

Oversaw Fundraising & Marcomms\*, including 14 annual special events and two advisory councils. Oversaw new brand launch and [website redesign](#). Increased revenue by 33% in year one, achieving agency's first year-end surplus after 10 years of deficits. Supervised 3 FTEs.

### Development Consultant | The Reset Foundation

Berkeley, CA · Nov 2016–Oct 2018

Provided interim leadership of Fundraising & Marcomms\* for a social enterprise devoted to innovative approaches to rehabilitation for justice-involved youth. Supervised 2 FTEs.

### National Director of Development & Communications | Techbridge

Oakland, CA · Nov 2014–July 2016

Oversaw Fundraising & Marcomms\* for a nationally-scaling nonprofit promoting STEM education and role models for underserved girls. Led buildout of Salesforce database with marketing dashboard. Created editorial calendar. Managed social media, e-news, blog, and web site. Coordinated special events including coder panel discussion at Pixar. Supervised 4 FTEs

#### \*"Fundraising & Marcomms" in these positions included:

Website, Social Media, Grant-Writing, Major Gifts (\$10K+), Contract and Grant Agreement Negotiation and Deliverables, Special Events, Newsletter, Direct Appeals (mail & email), Volunteer Programs, Gift Processing, and Departmental Planning, Budgeting and Reporting, to meet agency revenue and marketing goals. This resume highlights technical, web and marcomms projects; upon request, I'm happy to discuss my achievements exceeding revenue and marketing goals.

## EDUCATION

**UNIVERSITY OF CALIFORNIA, BERKELEY**  
Bachelor of Arts in English, with Honors

**BERKELEY CODING BOOT CAMP**  
U.C. BERKELEY EXTENSION  
Certificate in Full Stack Web  
Development

## TECHNICAL SKILLS

- Javascript
- GitHub
- HTML5
- CSS
- Object Oriented Programming
- MERN Stack
- APIs
- Agile Methodologies
- Node.js
- jQuery
- React
- Handlebars
- Bootstrap & React-Bootstrap
- Materialize
- Material UI
- MySQL
- MongoDB
- Wordpress
- Salesforce
- Adobe Creative Cloud: InDesign, Illustrator, and Photoshop

## COMMUNITY SERVICE

**VICE CHAIR**  
San Jose Middle School Site Council

**VOLUNTEER**  
Schafer's ATA Tournament Team  
(American Taekwondo Association)

**ADVISOR & GRANT-WRITER**  
Jaspie's Journey  
bringing martial arts to kids with autism

**FORMER DIRECTOR**  
Camp Invention Marin  
a STEM camp from the National  
Inventors Hall of Fame

**FORMER BIG SISTER**  
Big Brothers Big Sisters

## WORK EXPERIENCE continued

**Director of External Relations | Santa Clara University Center for Science, Technology & Society**  
Santa Clara, CA · Nov 2013–Nov 2014  
Oversaw fundraising & marcomms for a University center of excellence focused on growing social enterprises. Supervised program and event marketing, e-news, web site, and print collateral. Personally solicited \$500K gifts and exceeded annual fundraising goal in first year.

**Executive Director | St. Thomas More Collegiate Foundation**  
Vancouver, British Columbia (Canada) · Dec 2009–Dec 2013  
Led a foundation affiliated with an independent secondary school. Overhauled school web site. Established school's social media presence and practices. Directed an \$8.2M capital campaign, built an annual fund program, bringing revenue from annual deficit to \$6.3M in gifts and pledges in two years. Integrated fundraising into admissions process. Oversaw web site, e-news, marketing and social media.

**Chief Development Officer | St. Vincent de Paul Society of SF**  
San Francisco, CA · Apr 2007–Dec 2009  
Led fundraising & marcomms for a large nonprofit serving homeless and low-income people. Consistently increased revenue year over year through economic recession. Overhauled web site. Established e-news and Facebook presence. Oversaw quarterly print newsletter and 150th Anniversary campaign.

**Director of Individual Giving & Donor Svcs | Hispanic Scholarship Fund**  
San Francisco, CA · Apr 2006–Apr 2007  
Led fundraising & marcomms for a national nonprofit increasing access to higher education. Established individual major gifts program. Worked with major donors to design custom scholarship programs. Led major gifts efforts of a team of six regional directors. Grew individual contributions 330% from \$600K to \$2 million. Coordinated engagement of Board members in fundraising.

**Campaign Executive Director | CCS Fundraising**  
San Francisco & Pacific Northwest Region · Dec 2001–Apr 2006  
Directed capital campaigns, planning studies, and development audits for nonprofits including large schools, hospitals, and others. Worked full-time at each client site for contract periods ranging from 3 months to 2 years. Clients included Astronomical Society of the Pacific, Nature Conservancy, Santa Rosa Memorial Hospital and Sacred Heart Medical Center.

**Senior Associate | Laura Talmus Associates**  
San Francisco, CA · Aug 1998–Dec 2001  
Coordinated regional fundraising campaigns and events for national clients seeking a local presence. Managed communications, collateral materials, budget, events and volunteers. Clients included the National Partnership for Women & Families, the Global Campaign for Microbicides, and "Silent Voices Speak," An Art Exhibit & Lecture Series on the Holocaust and Social Injustice Today.