

**David 'Andrew' Richardson**  
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**Education**

**Bachelor of Arts in Communication**

The University of Alabama, Tuscaloosa, AL

**Master of Arts in Education, *In Progress, Expected Spring 2015***

The University of Alabama, Tuscaloosa, AL

Major: Higher Education Administration

**Relevant Job Experience**

**Director of Advancement & Alumni Relations, 2012 - Present**

College of Community Health Sciences, The University of Alabama

- Communicate and build relationships with alumni, senior administration, and community members to execute the strategic plan and mission of the College
- Primary director of activities for the College's Board of Visitors
- Management of over a dozen College websites as part of overall communication and marketing plan
- Manage advancement and communication projects and events from inception to analysis
- Evangelize the mission of the College to key stakeholders both internal and external
- Manage two staff members, interns, a \$30,000 departmental budget, and over \$1.2 million in available gift funds

**Coordinator of Continuing Medical Education, 2012 - Present**

College of Community Health Sciences, The University of Alabama

- Coordinate continuing education activities of the College
- Create learning objectives and outcomes measures

**Communications Specialist, 2010 – 2012**

College of Community Health Sciences, The University of Alabama

- Produce content for advancement and marketing
- Coordinate media and online strategies for the College
- Oversee 19 college and university websites

**Multimedia Editor/Web Editor, 2007 – 2010**

The Crimson White Newspaper, Tuscaloosa, AL

**Operations Assistant, 2008 –2010**

Alabama Public Radio, Tuscaloosa, AL

**Chiropractic Assistant, 2004 –2008**

Crimson Chiropractic, Tuscaloosa, AL

**Other Relevant Experience**

**Lead Organizer and Licensee, June 2013 – Present**

TEDxTuscaloosa, Tuscaloosa, AL

**Freelance Web Development, 2005 - Present**

- Includes community and UA web projects

**Mentor, December 2013 – Present**

Phi Sigma Epsilon, Tuscaloosa, AL

**Instructor and Judge (Broadcast Media), 2009 – Present**

Alabama Scholastic Press Association, Tuscaloosa, AL

**Producer, July 2011 – Present**

Aspect Radio, Tuscaloosa, AL

**Other Highlights**

- Excellent communication, public relations, and interpersonal skills.
- Strong complex problem-solving, judgment, and critical thinking skills.
- Strong ability to act as a liaison between departments, and special ability to liaise between administrators and technical personnel.
- Broad range of experiences, hobbies, and interests unrelated to work including theatre, nonprofit organizations, leadership, computer technology, multimedia, strategic planning, music, organizational governance, and web development.
- Familiar with UA Advancement policies and procedures, software (including Millennium and Intranet), Advancement Services, Planned Giving, Annual Giving, MOAs and Resolutions, call reporting, endowment levels, major giving, and in-kind gift procedures.
- Knowledge of student development theory, student affairs personnel, law, finance, and organizational theory in higher education.
- Member of the Council for the Advancement and Support of Education (CASE) since 2011.
- Member of the Alliance for Continuing Education in the Health Professions since 2012 (ACEHP).
- Active in College and University Committees, including Faculty and Staff Benefits Committee and Professional Staff Assembly.

**Technical Skills**

- Proficient with the Wordpress, HTML and CSS.
- Proficient with Customer Relationship Management systems.
- Proficient with newsletter creation and distribution.
- Proficient with PHP, Javascript, and database management.
- Proficient in Adobe Premiere, Photoshop, and Audition.
- Proficient with modern social media platforms
- Proficient with audio and visual production techniques, including live events, recorded presentations, and more.