



RICHONDA FEGINS

CORE QUALIFICATIONS

- Excellent written and verbal communication
- Self-motivated and detail oriented
- Effective organizational and time management abilities
- Supervisory and management skills
- Adapt quickly to changing environments
- Ability to work/interact independently and in a team
- Effective conflict resolution skills

PROFESSIONAL EXPERIENCE

Seton Hall University, South Orange, NJ

Sr. Assoc. Director of Alumni and Campaign Communications

December 2023 - Present

- Assume promoted role encompassing responsibilities of Associate Director and other increased tasks
- Lead curation of long-form narrative content: press releases, news stories, features, etc.
- Create comprehensive campaign and marketing materials
- Conduct interviews with principal and major gift donors, as well as general alumni constituents
- Supervise at least one other team member

Interim Director of Alumni Communication and Digital Engagement

January 2023 – June 2023

- Assumed leadership of communications during supervisor’s maternity leave
- Developed and executed comprehensive communication plans for all alumni initiatives
- Spearheaded email marketing for entire division and managed daily calendar
- Supervised and mentored graduate assistant and undergrad intern
- Oversaw publication of alumni section of University magazine
- Collaborated closely with University Relations to maintain consistency across all alumni web pages

Associate Director of Alumni and Philanthropic Communications

September 2019 – December 2023

- Wrote and strategized direct mail, crowdfunding, social media content and appeals to build donor base
- Led storytelling initiatives and curated news stories and profiles for web and social
- Crafted communications for pivotal campaigns such as Giving Day, Rock the Socks, Giving Tuesday, etc.
 - Giving Day – Over \$1.2M, 2,444 donors, 778 first-time donors (April 2023)
 - Giving Day – Over \$900K, 2,028 donors, 289 first-time donors (April 2022)
 - Rock the Socks – Over \$119K, 1,291 donors, (October – December 2021)
 - Day of Caring – Over \$400,000, 1,400 donors (April 2020)
- Tracked and reported on division-wide communications and campaigns
- Built and distributed several monthly newsletters including alumni e-newsletter, Pirate Press
- Drafted selected appeals and messages for leadership, including the president of the University
- Collaborated cross-functionally on communication strategy for capital campaign

Kean University Writing Center, Union, NJ

September 2014 – August 2019

Academic Specialist

July 2018 – August 2019

- Supervised a staff of 30 people (including Public Speaking Lab)
- Trained and on-boarded new and returning staff
- Led bi-weekly staff meetings
- Presented to student body, faculty, and staff about services and highlighted academic topics
- Coordinated and oversaw writing center related events, workshops, and projects
- Curated reference and promotional materials for students, faculty, and staff (i.e., handouts, flyers, etc.)
- Collaborated with colleagues on public relations strategies to increase center utilization
- Participated in and assisted with all re-branding for the Writing Center

Graduate Assistant

September 2016- May 2018

Writing Consultant

September 2014- May 2016

EDUCATION

Seton Hall University

South Orange, NJ

- Certificate, Public Relations

May 2022

Kean University

Union, NJ

- M.A., English & Writing Studies
- B.A., English (Con. Creative Writing)

May 2018

May 2016

Institute of Children’s Literature

Madison, CT - Virtual

- Certificate of Completion, Writing for Children & Young Adults

February 2011

CONTACT

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PLATFORMS

- Google Suite
- Microsoft Office Suite
- Canva
- Asana
- iContact
- Emma
- Raiser’s Edge
- Blackbaud NetCommunity
- Instagram, TikTok, X, Facebook. LinkedIn

PUBLICATIONS

“Escape the Space: Building Better Communication with Peers through Problem-Solving Situations”

Utah State University Press
December 2022

“Familiar Stranger” (poem)

Union County Teen Arts Anthology
March 2011

CONFERENCES

Mid Atlantic Writing Center Association (MAWCA)

Penn State Berks, Reading, PA
April 2017

Escape the Space: Teambuilding, Collaboration, and Problem-Solving in the Writing Center