



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
- Proficient in Google and Microsoft Office Suite
- Ability to work/interact independently and in a team
- Effective conflict resolution skills

CONTACT

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PROFESSIONAL EXPERIENCE

Seton Hall University, South Orange, NJ

Interim Director of Alumni Communication and Digital Engagement

January 2023 – June 2023

- Assumed leadership of communications during the Director's maternity leave
- Developed and executed comprehensive communication plans for all alumni initiatives
- Spearheaded email marketing for entire division and managed daily calendar
- Managed the team's graduate assistant and undergrad intern
- Oversaw publication of alumni section of University magazine (Spring 2022 edition)
- Collaborated closely with University Relations to maintain consistency across all alumni web pages

Associate Director of Alumni and Philanthropic Communication

September 2019 – Present

- Write, strategize, and market direct mail, crowdfunding, and social media content and appeals to build donor base
- Curate alumni news stories and profiles for web and social
- Craft communications for pivotal initiatives 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)
- Lead internal digital storytelling and long-form narrative initiatives
- Collaborate cross-functionally on communication strategy for capital campaign
- Build and distribute monthly alumni e-newsletter, Pirate Press
- Draft selected appeals and messages for leadership, including the president of the University

Kean University Writing Center, Union, NJ

Academic Specialist

September 2014 – August 2019

July 2018 – August 2019

- Supervised a staff of 30 people (including Public Speaking Lab)
- Trained and on-boarded new and returning staff
- Planned and lead bi-weekly staff meetings
- Presented to student body, faculty, and staff about services and highlighted academic topics
- Represented the Writing Center at open houses, new student orientations, and other university events
- 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

- Supervised a student employee staff of 20 people
- Provided a knowledge base and awareness of cultural and learning differences with a multicultural population
- Lead supplemental training sessions
- Curated handouts and content for distribution and social media
- Presented to students, faculty, and staff about the writing center and other specific subject areas
- Performed administrative duties (i.e., replied to emails, made copies, answered phones, etc.)

Writing Consultant

September 2014- May 2016

- Provided one-on-one peer coaching for the student body
- Facilitated the writing process with a collaborative approach
- Taught skills to improve academic performance

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

CERTIFICATE OF COMPLETION

Certificate of Public Relations

Seton Hall University
May 2022

Writing for Children and Young Adults

Institute of Children's Literature
February 2011

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