

# Ikiaah McGowan

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## University of Southern California

2014 - MSW MASTER OF SOCIAL WORK & BUSINESS  
IN A GLOBAL SOCIETY- LOS ANGELES, CA

- 2014 Dean's List (Academic Honor)
- Dean's Award for Excellence and Innovation
- Research Assistant for concentration chair Dr. Younger
- Student Ambassador Board Member

## Howard University

2007 - BBA BUSINESS ADMINISTRATION (MARKETING)  
WASHINGTON D.C.

- Cum Laude & School of Business Trustee Scholar
- Who's Who Among American Universities & Colleges
- Executive Leadership Honor's Program member
- Member of Alpha Kappa Alpha Sorority, Incorporated

## Smile Train COMMUNITY FUNDRAISING MANAGER

JAN 18- PRESENT • REMOTE

- Nurture community supporters into master fundraisers by using toolkits, trainings, and personal assistance
- Empower a portfolio of grade school, high school and university student supporters who have raised over \$200,000
- Elevate marketing and project managed global campaigns such as the Yoga for Smiles program resulting in funding 82 surgeries aka "new forever smiles"

## Assistance League of Los Angeles DIRECTOR OF MEMBERSHIP & COMMUNITY OUTREACH

MAR 15- DEC 17 • LOS ANGELES, CA

- Activated over 40 corporate and community partnerships resulting in mutually beneficial and repeat collaborations
- Stewarded partner experience by supporting 500 member and group volunteers yielding over 12,500 service hours annually
- Led online community cultivation via social media and organization's blog tripling impressions
- Launched new membership groups to ensure the succession of the League's 97 year legacy
- Modernized member experience by initiating member renewal website and background screening initiative

## Community Engagement Consultant SELF EMPLOYEED

DEC 13- PRESENT • LOS ANGELES, CA

- Conceptualized, executed, and evaluated philanthropy strategies for clients aiming to cultivate a socially conscious identity

## Warner Bros. (RANDSTAD STAFFING), CORPORATE RESPONSIBILITY CONTRACTOR

APR 14- AUG 14 | LOS ANGELES, CA

- Spearheaded cause marketing initiatives to yield business and social impact by cultivating relationships with non-governmental organizations, project managing, and further positioning Warner Bros. as a leader in corporate citizenship
- Performed social impact analysis of nonprofit organizations as potential "Impact" partners (employee volunteerism program)
- Posted articles on Citizenship website to increase public awareness and executed events to deepen employee engagement

## Downtown Women's Center, CORPORATE & COMMUNITY PARTNERSHIPS GRADUATE INTERN

AUG 13- MAY 14 • LOS ANGELES, CA

- Fostered relationships with key stakeholders such as Board of Directors, corporate partners, and volunteers
- Supervised award winning volunteerism efforts contributing to operational needs (won Governor's "Nonprofit of the Year")
- Facilitated Resume Writing workshop to coach clients into self sufficiency thereby supporting Center's program offerings
- Designed awareness campaign to stimulate Gift Matching enrollment totaling \$17,000 matched gifts in 2013

## Saatchi & Saatchi ACCOUNT EXECUTIVE

APRIL 10- AUG 12 • NEW YORK, NY & TORRANCE, CA

- Managed multiple campaigns simultaneously with budgets exceeding \$2 million including a Super Bowl spot
- Stewarded the client-agency relationship with local, national and global client interactions
- Initiated company-wide mentorship program to foster professional development among peers

## Universal McCann GLOBAL ACCOUNTS COORDINATOR

FEB 09- APRIL 10 • NEW YORK, NY

- Planned conference for the 20 most curious global employees in tandem with UM's rebranding and employee engagement
- Aided in rebranding efforts resulting in best practices manual, case studies, and intranet content to evoke employee curiosity

## Campaign for Change FIELD ORGANIZER

AUG 08- NOV 08 • PHILADELPHIA, PA

- Accomplished regional voter contact goals of the Obama for America/Campaign for Change
- Partnered with local politicians to advocate on the campaign's behalf including organizing a rally for Philadelphian residents
- Systematically managed volunteer mobilization efforts by training more than 400 volunteers to encourage voter support

## JPMorgan Chase ACQUISITION MARKETING ASSOCIATE

JULY 07- NOV 08 • WILMINGTON, DE

- Established integrated marketing communications strategy for affiliate partners across various forms of media
- Expanded a web-based marketing tool "MSSP" which increased collateral speed to market by 60%
- Facilitated weekly creative strategy meetings to invigorate creativity among department-wide channel marketing team