

Kelley Griffins

Executive Director

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☎ (451) 654-0118

📍 804 Broad St, Selma, AL 36703

EDUCATION

Master of Business Administration at University of Alabama

Aug 1998 - May 2002

I have learned how to manage a business, how to lead a team, and how to make decisions that will benefit the company as a whole.

LINKS

[linkedin.com/in/kelleygriffins](https://www.linkedin.com/in/kelleygriffins)

SKILLS

Strategic Planning

Organizational Development

Fundraising

Board Relationships

Volunteer Management

Community Outreach/Relations

LANGUAGES

English

German

HOBBIES

Organizing

Crafting

Reading

EMPLOYMENT HISTORY

● Executive Director at American Cancer Society, AL

Apr 2022 - Present

- Led a team of 15 employees and achieved sales goals by 30%.
- Managed budget of \$1.5 million/year and increased revenue by 10%.
- Negotiated with vendors to save the company 20% on supplies.
- Hired and trained new staff, resulting in a decrease in turnover by 50%.
- Developed marketing campaigns that generated an additional \$500,000 in annual revenue.
- Implemented customer satisfaction survey process that improved customer retention rates by 5%.

● Senior Executive Director at American Heart Association, AL

Aug 2013 - Mar 2022

- Led a team of 50 employees and achieved annual sales targets of \$10 million.
- Negotiated and implemented new contracts with suppliers that resulted in savings of \$500,000 per year.
- Implemented a new customer loyalty program that increased retention by 5%.
- Introduced a new product line that generated \$1 million in revenue in the first year.

● Executive Director of Software Engineering at United Way, AL

Aug 2002 - Jun 2013

- Led a team of engineers in developing software that increased productivity by 15%.
- Wrote code that was used in 5 major products and resulted in \$1 million dollars in revenue.
- Was responsible for a budget of \$2 million and successfully came under budget by 10%.
- Hired and trained a team of 20 entry-level engineers, who went on to be promoted within the company.
- Led the development of 2 new software products from conception to launch.
- Implemented a continuous integration system that reduced release times by 50%.

CERTIFICATES

Certified Association Executive (CAE)

Dec 2020

Certified Fund Raising Executive (CFRE)

Sep 2019

MEMBERSHIPS

American Association of Executive Directors

National Association of Executive Directors