

BENJAMIN OVADIA

100 Roanoke Road
Cherry Hill, NJ 08003

- Education: **RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY** Newark, NJ
Rutgers Business School
Master of Business Administration, January 2016
Specialization in Marketing
- Member, Golden Key International Honour Society
 - Member, Beta Gamma Sigma Honor Society
- UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
Wharton School
Bachelor of Science, Marketing, May 2002
- Experience: **THE SALVATION ARMY – KROC CENTER** Camden, NJ
2014- Present **Resource Development Manager**
- Lead development efforts to achieve financial and performance goals, interacting with private and public donors through media initiatives, business proposals and long-term relationship-building.
 - Create and manage successful marketing campaigns with key stakeholders including Executive Director, volunteers, donors and media, project managing multiple Kroc Center initiatives.
- 2012-2014 **Kroc Campaign Manager**
- Led development efforts to complete a \$10 million local fundraising campaign.
 - Directed cross-functional teams in successful major donor events and strategic initiatives.
 - Created and implemented membership marketing plan including social, paid and earned media.
 - Interfaced with media and community groups to build brand awareness and strategic partnerships.
- 2009-2012 **MUSCULAR DYSTROPHY ASSOCIATION** Broomall, PA
Fundraising Coordinator
- Led fundraising staff in rebranding the major annual fundraising event, exceeded goals both years.
- 2004-2009 **CHARGE 2 GO, INC.** Lakewood, NJ
Business Development/Marketing Manager
- Optimized merchandising, pricing and customer relationships to sell first 100,000 units.
 - Strategized messaging, branding and web presence of company and products.
 - Directed media activities resulting in earned media in over 60 major outlets.
 - Wrote application copy to win three prestigious awards in the consumer electronics industry.
- School Advocacy: **JOSEPH D. SHARP PTA**
- Corresponding Secretary 2014-2015
 - President 2015-2016, Zone PTA Member
 - Nominating Committee Chair, 2016-2017 & 2018-2019
 - Advocacy Chair, 2017-2018 & 2018-2019
 - Bylaws Committee Chair, 2017-2018
 - Audit Committee Chair, 2016-2017
- CHERRY HILL SCHOOL DISTRICT**
- Fair Funding Member 2017-2018 & 2018-2019, Petition/Update Originator
 - Bond Key Communicators Member 2018
- Additional:
- Proficient in Social Media Platforms and Basic Video Editing