





# H. John Graubman

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**Summary:** I am a communications professional who works hard for the betterment of progressive organizations through information technology and public relations. I specialize in image management, proposal work, marketing, and journalistic media.

**Specialties:** Public Relations, Communications, Social Media, Donor Relations, Nonprofits, Proposals, Donation Handling, Website Design and Maintenance, Research, Photography, Audio/Video Editing, Event Coordination, Proposals, Training, Database Management, and Management and Administration.

## KEY SKILLS

- Adobe Suite (InDesign, Photoshop, Acrobat)
- Microsoft Poweruser (Excel, Word, PowerPoint, Teams, Outlook, OneDrive, Project)
- Management and Leadership
- Social Media Marketing
- Account Management
- Volunteer Coordination
- Marketing
- Technical Writing
- Research and Analysis
- Process Improvement
- Case Study Experience
- A/V Production/Editing Exp.
- Proposal Process and Review
- Shadowing and Internship Liaison Experience
- Agile / SCRUM Training
- Competitive Analysis
- Financial Crimes Risk Management Basic Training

## KEY STRENGTHS

- Public Speaking
- Lean Six Sigma Yellow Belt
- Client Interaction
- Focus Group Management and Guidance
- Donation Handling
- Advanced Media and Design Training
- First Aid / AED / CPR Certified

## AWARDS

- *Diversity, Equity, and Inclusion Award, 2022*  
Wells Fargo
- *President's Award for Proposal Writing, 2022*  
Tantalus Systems Inc.
- *Gold Rock Award, PR Campaign Winner, 2012*  
Pulitzer Center on Crisis Reporting
- *Best Public Relations Campaign, 2009*  
University of Memphis
- *Patriot Press Staff Best Picks, 2007*  
College of Central Florida

## CAREER HIGHLIGHTS

### SENIOR BUSINESS EXECUTION STRATEGIST

at Wells Fargo

Raleigh, NC ▪ 2022 to 2023

**Scope of work:** As part of the Strategy and Integration team of the Deposits and Credit Bureau Management Office, I created and expanded upon presentations of high-level ideas from management and created a narrative for an introduction into the intricate team of Credit Management and response, outlining each of 13 the branches' utility, functions, and organization. As well, working with the graphic design team, I have helped create internal marketing design and iconography for an informational repository on the Wells Fargo SharePoint. Additional work has included data analysis and visualization of complex financial data sets for subgroups.

### PROPOSAL ANALYST AND CONSULTANT

at Tantalus Systems Inc.

Cary, NC ▪ 2017 to 2022

**Scope of work:** I designed, organized, and maintained an up-to-date proposal database disseminated to an intricate sales team on a weekly basis. I helped secure \$2.82 million in revenue via proposal responses directly in 2020 alone. I submitted over 200+ proposals successfully without missing a deadline. I helped manage projects of proposing systems and solutions to public global cooperatives and municipalities for energy solutions and utility metering alternatives. My work required extensive use of the Adobe and Microsoft Suite for design, and the proposal web application, RFPIO. My responsibilities also included creating and delivering staff training sessions, constant print and marketing material editing and management, and shipping in North America.

## **MARKETING SPECIALIST/SENIOR GRAPHIC DESIGNER**

at **Duke University**

Durham, NC ▪ 2013 to 2016

**Scope of work:** I created and delivered marketing materials to University departments, updated and maintained various databases and reports, created signage across university operations and sporting events. I planned, developed, coordinated, and participated in the promotion of products and services with campus publications, preparing brochures, design advertisements, provided graphics assistance for newsletters, brochures, booklets, and other publications.

## **PUBLIC RELATIONS INTERN/EVENT AND DESIGN VOLUNTEER**

at **The American Red Cross of the Mid-South**

Memphis, TN ▪ 2010 to 2012

**Scope of work:** Here I designed, organized, and maintained marketing and public relations materials, monthly newsletter, and email blasts via Constant Contact. Assisted with the setup and break down of special events and donor/volunteer recognition. Practiced photography to capture elements of stories, edited audio and video footage, and assisted in the development of the organization's website framework.

## **PUBLIC RELATIONS CAMPAIGN TEAM COORDINATOR**

at **Make-A-Wish Foundation**

Memphis, TN ▪ 2010 to 2011

**Scope of work:** Our team of six focused on researching and collecting data to form a productive plan to change common misconceptions about the Make-A-Wish Foundation of the Mid-South. Increased the dissemination of proper information regarding the Make-A-Wish Foundation among key publics through creative social media strategies and interest events at different college campuses. Afterwards, we evaluated our effectiveness of the campaign through engagement analysis and completed surveys.

## **RESEARCH TEAM LEAD**

at **The United States Census Bureau**

Memphis, TN ▪ 2009 to 2010

**Scope of work:** Lead a team of five that organized and conducted focus groups, establishing a baseline for targeting key demographics leading up to the 2010 Census. Our purpose was to research the current interest and knowledge climate of the United States Census and its impact in the Tri-State area. We conducted research and implemented new public relations strategies to engage targeted publics and encourage active participation.

## **GIFT PROCESSING SPECIALIST**

at **St. Jude Children's Research Hospital / American Lebanese Syrian Associated Charities (ALSAC)**

Memphis, TN ▪ 2007 to 2008

**Scope of work:** I reviewed and processed confidential donation transactions of amounts more than \$250,000. As well, I oversaw the correct recognition and input of a donation team of eleven donation processors. In 2007-2008, our team received more than \$660 million in donations to be processed. I answered tribute gift phone calls and resolved issues with donors. I input and updated donor information using the Team Approach accounting suite. Filed and maintained categorization of donation batches on a rigorous daily schedule. Designed and implemented the gift processing training book for handling donations for the organization.

## **EDUCATION**

**Benjamin A. Gilman International Scholar** at the **University of Accra**, School of Journalism *Accra, Ghana, West Africa* (2011) Specialization: Journalism and Non-Profit Study

**Bachelor of Arts in Journalism** (B.A.) from the **University of Memphis**, School of Journalism *Memphis, TN* (2009-2011) Specialization: Public Relations and Non-Profit Management, French

**Associate of Arts in Public Relations** (A.A.) from the **College of Central Florida** *Ocala, FL* (2006-2008) Specialization: Communications Administration