

Emma Jo Priesendorf

606 Martin Street • Raymore, MO 64083
816-572-7595 emma.priesendorf@gmail.com

Experienced administrator with 8+ years of non-profit leadership and a proven track record of creating and managing **dynamic cultural programs**. Passionate about **community engagement** with music, art, history, literacy, and science. Diversified and modern skillset includes **marketing** and **public relations**, as well as the **communication skills** to successfully manage a 25-person council.

WORK EXPERIENCE

National World War I Museum & Memorial Aug 2016-Present Kansas City, MO

Individual Giving Specialist

- Raise unrestricted income by managing the museum's membership program
- Act as staff liaison for the young professionals group, the Modernists, and supervisor for the 25-person Mod Council governing body
- Oversee planning and execution of the *Modern Gala*, the major fundraising event for the Modernists — the first annual event in 2017 was a 300-person sellout
- Create member events and benefits to promote membership retention
- Administer the 10,000-strong Walk of Honor commemorative brick program including implementation of a new system to locate bricks onsite
- Produce biannual Walk of Honor dedication ceremony attended by around 300
- Direct, write, and implement three direct mail annual fund campaigns per year
- Execute a fundraising campaign among museum volunteers, seeing a 69% increase over the previous year's campaign
- Work closely with major donors, board members, and staff to increase community support and engagement through partnerships with area organizations such as Musical Theater Heritage, Powell Gardens, and the Kansas City Symphony
- Train and supervise Development department interns

Museum at Prairiefire

April 2015-August 2016 Overland Park, KS

Education Coordinator, Field Trips and Programs

- Processed reservations, communicated with teachers, managed payments, and provided on-site support for field trip and group bookings
- Monitored budget and all necessary preparations for bimonthly *Science Happy Hour* speaker events, including staffing and coordination with outside vendors
- Organized plans and secured donations for biannual Educator Open House
- Designed educational programs such as *Fossils at Your Fingertips*, a hands-on artifact program, and scavenger hunts for the permanent collection
- Conceptualized initial plans, formed task force, and received executive approval for *Embers*, a club and museum membership level for young professionals
- Led 4-day paleontology class and 2-day field camp to Wilson Lake, KS

Visitor Services & Interpretive Educator

- Facilitated front of house operations, which included training and supervising new employees, selling tickets, and helping maintain membership database
- Assisted with membership renewals, exhibit openings
- Researched, wrote, and implemented K-12 and adult educational tours of three American Museum of Natural History special exhibitions
- Spearheaded transition to new membership database software, Altru
- Programmed and maintained digital museum interactives

EDUCATION

Rockhurst University

Summa cum laude, GPA 4.0

Bachelor of Arts in History

Secretary of Phi Alpha Theta,
National History Honor Society

VP of Marketing & Publicity,
Rockhurst Transformation Alliance

MCC-Longview

High honors, GPA 4.0

Associate of Arts

SKILLS

Business

- Event planning
- Budgeting
- Board & council leadership

Communication

- Public speaking
- Research and writing
- Social media & public relations
- Copywriting & editing
- Digital content strategy

Technical

- Adobe Creative Suite
- Website development
- Facebook Advertising

CLASSES & CERTIFICATIONS

Facebook Ads & Facebook Marketing Mastery Guide

Udemy.com — 2017

Visual Design Fundamentals

Skillcrush.com — 2016

HTML & CSS

Skillcrush.com — 2016

Improving Interpersonal Communications

4th ed. Concept Keys program
by Laura Janusik, Ph.D. — 2015

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WORK EXPERIENCE (continued)

Greenlease Library, Rockhurst University Fall 2015 Kansas City, MO

Archives Internship

- Processed and imposed an intellectual order on a collection of legacy files
- Utilized ArchiveSpace software to create a finding aid for the collection
- Curated a visual library display using archives materials

National World War I Museum & Memorial Spring 2015 Kansas City, MO

Education Intern

- Assisted with the creation and implementation of *Lessons of Liberty*, an experiential learning program for high school students
- Developed a 2-hour tour with adaptations for school and adult guests
- Conducted extensive research on World War I to assist with events
- Participated in educational *Hands on History* artifact work with museum patrons

Campus Life & Leadership, MCC-Longview 2012-2013 Lee's Summit, MO

Student Activities Assistant

- Devised, planned, and supervised student events on campus
- Led in-person campus tours for new and prospective students
- Assisted with coordination of new student orientation program, *The Big Event*

Hickman Mills Community Christian Church 2009-2012 Kansas City, MO

Office Manager

- Composed all print and digital material on a weekly basis
- Oversaw office equipment upgrades and performed the necessary research to migrate the church to new software while staying within non-profit budget restraints
- Designed and launched new website
- Overhauled and monitored social media presence
- Managed church schedule and all correspondence with church members
- Administered member database and prepared reports and mailings

OTHER EXPERIENCE

Rockhurst University Library Friends June 2017-Present Kansas City, MO

Vice President — Membership

- Increase membership through the creation of literary and cultural events

Emma Jo Music 2005-Present Kansas City, MO

Singer, Songwriter, Guitarist, & Manager

- Self-released 4 full-length professionally-produced albums
- *Project Backstage* Best Female Vocalist nominee
- Operate A/V equipment such as sound boards, microphones, video cameras, etc.

Emma Priesendorf Creative 2010-Present Kansas City, MO

Freelance Designer & Marketing Consultant

- Provide a variety of services, including logo and web design, social media, digital marketing, copywriting, and content strategy to small businesses

AWARDS

Senior Gold Medal

Awarded to the highest-ranking senior in graduating class, Rockhurst 2015

Hugh Owens Prize

Historical Writing Award, Rockhurst 2015

Outstanding Contribution to the College

MCC-Longview 2013

Crystal M. Field Award for Student Writing

MCC-Longview 2013

RESEARCH

Presented research at Missouri Conference on History — 2016

Accepted for presentation at the Phi Alpha Theta 2016 Biennial Convention — 2016

Visual project displayed at Greenlease Library — 2016

Published in *History Matters: An Undergraduate Journal of Historical Research* — Available online at rockhurst.academia.edu/EmmaPriesendorf — 2015

FIELD WORK

Kansas City (frequent)

Fossil collecting of Pennsylvanian age invertebrates of KC area

New Mexico 2016

Independent study - geologic and cultural history of New Mexico, with special focus on Mississippian trilobites in Sacramento Mountains

Arkansas 2013

Metropolitan Community College field study - geology of Arkansas

ONLINE

EmmaPriesendorf.com

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