

# JESSE A. TURTLE

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## PROFESSIONAL STRENGTHS

- Major Gifts
- Prospect Identification
- Stewardship
- Donor Centered
- Leadership
- Entrepreneurial
- Social Media
- Cultivation
- Solicitation

## EXPERIENCE

**St. Petersburg College, St. Petersburg, FL**

**March 2019-Present**

*Vice President, Institutional Advancement and Executive Director of the Foundation*

Supports the vision and mission of St. Petersburg College by diversifying and strengthening the College's philanthropy, economic sustainability and community engagement. The Vice President, as the College's chief development officer, is responsible for the overall leadership and performance of a comprehensive advancement program for the College formulating policies and programs that grow both the financial and human investment in the College. The Vice President is the primary liaison for the St. Petersburg College Foundation and is responsible for the leadership, strategic direction and oversight of all advancement programs including annual giving, alumni relationships, corporate and foundation relations, marketing & strategic communications, all public and private sector grants, major and planned giving and campaign leadership.

**University of South Florida, Tampa FL**

**Feb. 2015-March 2019**

*Associate Director of Development, USF St. Pete (June 2016-Present)*

Emphasis on major gifts working directly with the Kate Tiedemann College of Business and the College of Education to match donor's passions to University priorities.

- Successfully solicited and secured gifts totaling over \$800,000 in fiscal years '17 and '18
- Assisted in grand opening of the new Lynn Pippenger Hall for the Kate Tiedemann College of Business
- Planned, organized and implemented several donor events
- Worked collaboratively with Dean of College of Education on Wells Fargo grant for STEM Summer Camp

*Assistant Director of Development, WUSF Public Media (Feb. 2015-June 2016)*

Served as major gift officer working directly with donors, prospects and volunteers to identify, cultivate, solicit and steward major gifts of \$10,000+ while working closely with USF Foundation.

- Successfully solicited and secured gifts of \$35,000, \$25,000 and \$10,000 within 9 months
- Assisted in formalization of Leadership Society, a group of \$10,000+ annual donors
- Planned, organized and implemented several donor events
- Successfully solicited and secured gifts from Community Foundation of Tampa Bay and Pinellas Community Foundation for challenges during on-air Membership Campaigns
- Worked collaboratively with WUSF staff on WSMR Signal Expansion Fund with \$100,000 match

**Eckerd College, St. Petersburg, FL  
2015**

**Sept. 2010-Feb.**

*Director of Special Gifts (Nov. 2013-Feb. 2015)*

Developed and supported affinity driven fundraising initiatives in Athletics and the Waterfront programs while sustaining and increasing financial and personal support of President's Collegium (\$1,000 and above) donors through identification, cultivation and solicitation of alumni, parents and friends.

- Met or exceeded a strict personal visit goal of 18 \$1,000+ solicitations per month
- Successfully managed a portfolio of 100-125 prospects
- Led the promotion of affinity campaigns of reunion giving, collegial giving and annual scholarships
- Collaborated with Athletics on fundraising events; MTM Golf Tournament and Triton Auction

*Director of Annual Giving (July 2012-Nov. 2013)*

Planned, administered and assessed the cultivation, solicitation and stewardship programs that ensured a growing and renewable base of annual support from alumni, and parents for all aspects of annual giving.

- Managed and directed the activities of the Annual Giving staff and led all gift officers on the Annual Fund
- Prepared a comprehensive schedule of cultivation and solicitation activities
- Developed strategies to increase the President's Collegium Society Giving Society (\$1,000+)
- Trained volunteer solicitors including the Alumni Leadership Council and Reunion Giving Committees
- Directed an Advancement team of 15 in raising over \$1.6 million for Annual Fund

*Associate Director of Major Gifts (Sept. 2010-Aug. 2012)*

Assisted the Eckerd College Advancement team in sustaining and increasing financial and personal support of major gift donors through identification, cultivation and solicitation of prospective donors.

- Part of successful \$80 million comprehensive capital campaign
- Secured three major gifts (\$25,000 or more) in first year
- Assisted in the formulation of major gift program strategies
- Managed relationships with approximately 125 prospects
- Worked collaboratively with volunteers to cultivate and solicit donors for college-wide priorities.

**Updegraff Vision, St. Petersburg, FL**

**Feb. 2010-July 2010**

**Practice Administrator**

Responsible for day-to-day operations, business development, marketing, information systems management, human resources and financial management of Updegraff Vision, Precision LASIK and Cataract Center.

- Directly supervise the billing, human resources, surgery center and clinic managers
- Responsible for the overall management of the business operations
- Launched new marketing campaign, both internally and externally
- Oversee facility management and maintenance
- Coordinate with practice accountants on monthly financial statements

**MPDirect, Inc., Clearwater, FL**

**2008-**

**2009 Custom Division Manager, Linkswalker Promotions**

Successfully launched new custom division, Linkswalker Promotions, for MPDirect, Inc., a collegiate golf accessories and watch supplier.

- Build an ASI distributor network and increase sales volume with ASI distributors
- Establish and maintain a marketing plan to keep connected to ASI and PPAI
- Produce and publish a bi-monthly online newsletter
- Evaluate new products for promotional product market
- Evaluate customer concerns, troubleshoot and provide solutions

**Turtle Moon Graphics, Inc., St. Petersburg, FL**

**1999-**

**2008 President/Entrepreneur**

Joined innovative advertising company which provides marketing solutions in client relations, employee incentives, new product launches and direct mail campaigns. Marketing focus on promotional products, graphic design, and print advertising.

- Evaluate client marketing plan and research appropriate promotional products
- Deliver successful sales presentations to prospective clients
- Create marketing campaigns and develop supported design approaches
- Maintain computer network, upgrade software, purchase new equipment • Increased sales from \$100,000 to \$500,000

**Interim Therapy Services, St. Petersburg, FL**

**1998-1999**

**Director of Administration**

Healthcare staffing company providing supplemental staffing and site solutions for hospitals nationwide. Corporate reorganization eliminated this division in 1999.

- Managed accounts receivable, accounts payable, and payroll departments
- Provided ongoing computer tech support to staff of 25 employees
- Oversaw all activities relating to the installation and support of the phone system

**Eckerd College, St. Petersburg, FL**

**1993-**

**1998**

*Director of Campus Activities (1996-1998)*

Directed all functions to provide quality civic, athletic and social programs to ensure a well-rounded campus life and to provide opportunities for leadership experiences.

- Prepared and administered an operation budget of \$55,000
- Advised student programming board on a \$70,000 budget
- Supervised, trained and evaluated work scholars for student government and leadership

- Supervised the management, reservations and operation of the college's campus center.
- Coordinated campus co-curricular activities to achieve college's mission

*Assistant Director of Campus Activities (1993-1996)*

Created, planned and implemented programs that directly enhanced the co-curricular experience at Eckerd College. Programs included volunteer activities, intramural athletics, freshmen orientation, outdoor adventure activities, social programming, cultural programming, and off campus activities. Coordinated and scheduled entire intramural program including recruitment, training and evaluation of ten member student staff.

## **EDUCATION**

Bachelor of Arts Degree, Human Development Major  
Eckerd College, St. Petersburg, FL – 1991

## **Professional References:**

Deborah Read, Regional Vice Chancellor for Advancement, USF St. Petersburg read@usfsp.edu,  
727-873-4937

Dr. Sridhar Sundaram, Dean of the Kate Tiedemann College of Business, USF St. Petersburg  
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Matt Bisset, Vice President for Advancement, Eckerd College bissetms@eckerd.edu,  
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## **Personal Reference:**

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