

TAEJAH JANIECE HARPER

t.harper411@gmail.com • 404.916.5692 • [linkedin.com/in/taejahharper](https://www.linkedin.com/in/taejahharper) • taejahharper.com

PROFESSIONAL EXPERIENCE

Assistant Director of Development (Promoted from Development Associate)

Grady College of Journalism and Mass Communication

Athens, GA

May 2023 - Present

- Lead fundraising initiatives by managing annual giving campaigns, donor stewardship and engagement strategies, securing leadership annual gifts up to \$1,500
 - Conduct in-depth prospect research and data analysis to identify and cultivate new donor leads, strengthening the donor pipeline
 - Oversee and refine donor acknowledgment processes, ensuring personalized and timely stewardship that enhances donor retention
 - Develop and edit alumni and donor communication materials to strengthen philanthropic relationships
 - Manage and oversee daily responsibilities of development student assistant
-

Training & Communications Specialist

University of Georgia Development and Alumni Relations

Athens, GA

March 2022 - April 2023

- Led classroom, virtual and one-on-one training sessions for 600+ users on the UGA Foundation's constituent relationship management and financial management systems
 - Designed and managed a suite of audio-visual training resources, including slide presentations, online video tutorials and monthly email newsletters, increasing accessibility and engagement
 - Facilitated client meetings to assess communication project needs, define objectives and leverage database systems for data-driven decision-making
 - Developed and strengthened client relationships to customize communication strategies, optimize message timing and maximize recipient engagement
-

Multi-Platform Producer

TEGNA

Macon, GA

June 2020 - March 2022

- Produced an hour-long morning newscast for the #1 station in the Central Georgia market, covering local news, weather, traffic, sports and more
 - Directed daily and breaking news coverage, managing a team of anchors, reporters and video editors while overseeing in-booth execution
 - Created and optimized social media content, increasing audience engagement and analyzing web traffic to enhance content strategy
 - Cultivated and maintained relationships with key contacts and sources, enhancing news-gathering operations and securing exclusive stories
-

EDUCATION

Master of Arts in Journalism & Mass Communication

Emerging Media

University of Georgia | Athens, GA

June 2024 - May 2026

Bachelor of Arts in Journalism

Sociology minor

University of Georgia | Athens, GA

August 2016 - May 2020
