

TANYA PONT

EXECUTIVE DIRECTOR FOR ADVANCEMENT



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6233 Aldona Circle
Anchorage, AK 99504

EDUCATION

BACHELOR OF ARTS
Communications
University of Colorado
@ Colorado Springs
May 1998

SKILLS

Leadership

Communication

Fundraising & Development

Community Outreach

Strategic Planning

Relationship Building

Organizational Skills

Marketing & Public Relations

Financial Acumen

PROFESSIONAL PROFILE

Accomplished visionary leader with extensive experience in higher education advancement, specializing in fundraising, alumni relations, and strategic communications in support of the university's mission.

WORK EXPERIENCE

EXECUTIVE DIRECTOR FOR ADVANCEMENT

University of Alaska Anchorage / April 2023 - Present

INTERIM EXECUTIVE DIRECTOR FOR ADVANCEMENT

University of Alaska Anchorage / October 2022 - April 2023

- **Strategic Leadership:** Provide strategic, operational, and administrative leadership to advance the university's mission through the attainment of development goals, alumni relations engagement, and university communication and marketing integrity.
- **Fundraising Management:** Plan, organize, and direct major gifts and annual giving programs for a broad portfolio of prospects, including individuals, foundations, and corporations.
- **Relationship Building:** Cultivate relationships with business, philanthropic, and social leaders to identify and acquire support for university initiatives and programs.
- **Proposal Development:** Oversee and participate in the preparation of proposals, stewardship reports, and other advancement communications.
- **Event Oversight:** Provide oversight and direction for advancement special events, including commencement, alumni awards, student celebrations, donor engagement and stewardship events.
- **Volunteer Coordination:** Support the President's Leadership Council and other volunteer boards as needed.
- **Team Management:** Build, maintain, and manage a strong team of development professionals, setting performance standards and accountability.
- **Budget Planning:** Plan and monitor the budget for the development functions of assigned programs and colleges.
- **Collaboration:** Work with university leadership to identify, prioritize, and coordinate funding opportunities.
- **Donor Portfolio Management:** Manage a personal portfolio of major gift prospects, ensuring effective relationship management and solicitation.
- **Internal Partnerships:** Develop and maintain partnerships throughout the university to support and lead to external funding.
- **Communication Oversight:** Oversee communications, promotions, and public relations as assigned.

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EXECUTIVE DIRECTOR FOR ADVANCEMENT

EXPERTISE

Stakeholder Relations

Team Management

Advertising & Media

External Relations

Brand Integrity

Interpersonal Skills

Event Management

Business Development

Public Speaking

ACHIEVEMENTS

Honorary Base Commander
– Joint Base Elmendorf Ft.
Richardson

Chancellor's Award for
Excellence in
Community Engagement
2024

Alaska Armed Services Civic
Leader of the Year 2023

Achievement in Business
Leadership Award 2021

PHILANTHROPY

ASD CTE Advisory Board
Commissioner Pop Warner
VP Cougar Gridiron
Benton Bay Lions
T-Birds Booster Club

DIRECTOR OF ALUMNI ENGAGEMENT

University of Alaska Anchorage / April 2018 - October 2022

- Provide strategic leadership to design and maintain strong and sustainable alumni and community relations program
- Create, organize, and manage events to engage alumni and community partners in support of the institution
- Cultivate relationships with internal and external stakeholders to foster a collaborative environment
- Develop programs to meet alumni and community partner needs to increase active engagement with the university
- Identify collaborations and engagement opportunities to cultivate trust and respect as a community partner
- Coordinate alumni career services opportunities and resources to be a lifelong educational partner

ASSOCIATE ATHLETIC DIRECTOR OF DEVELOPMENT

University of Alaska Anchorage / October 2017 - Present

- Identify and create community outreach opportunities and public relations initiatives to enhance collaborations with partners and stakeholders
- Create athletic season advertising campaigns, including content creation, and negotiate media contracts and placements for athletic department
- Branding "Seawolf Story" through grassroots marketing and traditional, digital, and social media channels
- Organize and led planning, coordination, and communication of community events to engage students, faculty, staff, alumni, community members, and media
- Promote university Athletics development priorities through proposals, needs reports, and presentations
- Collaborate with colleagues and across unities to identify new prospects and strategically cultivate partnerships
- Develop compelling cases for supporting key programs and projects, effectively aligning prospective donors' interests with university needs

REGIONAL DIRECTOR OF MARKETING

SMG of Alaska, Inc. / Anchorage / May 1999 - Sept 2017

- Operate in-house advertising agency, to include executions of promotions, advertising campaigns, branding integrity, stakeholder engagement, and public relations
- Develop and execute comprehensive communication campaigns for internal and external communication stakeholders, community members, and media outlets
- Formulate business strategies to optimize regional operations, increase revenue generation, and enhance brand awareness for SMG-managed facilities