

ELIZABETH A. BURHANS

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Education

State University at Albany January 2013 - December 2015
MASTERS OF ARTS IN PUBLIC HISTORY

State University at New Paltz August 2002 - May 2004
BACHELOR OF ARTS IN PHILOSOPHY

Ulster County Community College August 2002 - May 2002
ASSOCIATES IN INFORMATION TECHNOLOGY

Volunteer Efforts

Albany Institute of History & Art – Gala Committee (2022-2026)

Historic Albany Foundation – Events Committee (2023-2026)

Underground Railroad Education Center – Development Committee (2025-2026)

Experience

W. W. Norton Publishing November 2022 – Present
Customer Success Manager

- Proactively communicates with all instructors using W. W. Norton courseware
- Creates and distributes additional outreach based on school needs
- Manages Salesforce records for assigned territory
- Schedules over 700 webinar implementations per semester while assisting over 2,000 instructors throughout the state of Texas and Louisiana
- Expert in functionality of the following LMSs: D2L/ Brightspace, Blackboard Learn & Ultra, Canvas, Moodle
- Delivers training and demos to instructors of all W. W. Norton products
- Develops internal and external training documents, including interactive demonstrations and training videos
- Manages Help Desk Tickets for assigned territory
- Performs UAT testing on new eBook platform analytics
- Presents Customer Service Survey Data to senior leadership
- Member of E-Commerce Unification Team tasks with streamlining e-commerce workflows

Albany Institute of History & Art November 2019 – November 2022
Development Manager

- Leads all Development Department efforts and manages Development Staff
- Creates and maintains donor lists for recognition on the museum website and museum
- Collaborate as assigned staff member for the following Board of Trustees Committees: Gala Committee, Development Committee, Campaign Committee, Finance Committee, Governance Committee, and Executive Committee; Member of the DEAI Committee
- Delivers Development Report at Board of Trustee Meetings
- Successfully reconnected with previous Corporate Sponsors to increased Corporate Giving after Covid-19
- Successfully writes and manages annual appeal
- Maintains 5th Century Campaign reports
- Leads the planning and execution of all fundraising events
- Manages administration of the museum's membership program and increased membership after Covid-19

- Successfully writes and manages grant and foundation applications
- Rebuilt site-rental program to exceed goals after Covid-19

Hudson River Maritime Museum

May 2015 – October 2019

January 2018 promoted to Communication & Development Manager

- Increased press coverage by creating process to write, edit, and send press releases; expanded on connections with local press
- Responded to any negative press
- Maintained Public Relations calendar, libraries, and contact lists, both digital and printed
- Created, managed, and maintained all printed collateral; built relationships with local hotels and businesses to expand coverage
- Researched and established paid advertisement plans with local advertisers
- Managed photo library
- Cultivated and sought out media coverage
- Cultivated and sought out speaking opportunities at community groups
- Developed promotional presentations for use by all staff and Board
- Assisted in maintenance of website
- Set policy and guidelines for social media activity; manages and maintains all social media accounts
- Generated Public Relations reports and statistics
- Designed membership parameters and policies
- Directly managed all major donor renewals with sustained membership growth
- Managed all corporate members, underwriters, scholarships, sponsorships, and large in-kind donations
- Designed and managed membership recruitment events annually
- Designed and managed membership benefit packages
- Devised membership promotions via social media, publicity, events, outreach
- Designed, developed and managed scholarship, sponsorship and business donor solicitations
- Managed all fundraising events
- Communicated with Board as needed for specific development and communication needs
- Trained and managed Membership Coordinator in all areas
- Wrote and managed small grants
- Managed facility rentals

Hired from Internship in August 2015; January 2017 promoted to Development & Membership Associate

- Assisted Education Director/ Volunteer Coordinator in delivering programs to school groups
- Completed management solutions for submerged historic resources whitepaper and served as Conference Chair of Shipwreck Symposium in support of whitepaper
- Successfully increased social media presence
- Expanded membership 50%
- Successfully designed and managed conferences, small fundraising events, and lectures
- Assisted in planning and staffing museum events: Hudson River Boat Building Challenge at Hudson River Day, Opening Reception, Pilot Gala
- Coordinated with Board of Trustees to raise \$300,000 annually
- Successfully wrote and managed small grants

Banana Republic

November 2011 – October 2013

Co-Manager

- Recruited, hired and staffed store upon hire
- Performed all in-store Human Resources needs
- Performed all “New Hire” training and development
- Performed business analysis on a weekly, monthly and quarterly basis

Forever 21

February 2010 – November 2011

Co-Manager

- Recruited, hired and staffed store upon hire
- Performed all in-store Human Resources needs
- Performed all “New Hire” training and development
- Performed business analysis on a weekly, monthly and quarterly basis

- Managed and performed annual inventory
- Managed a staff of over 200 employees and 6 assistant managers

Express

May 2008 – February 2010

Co-Manager

- Performed all in-store Human Resource needs
- Performed all “New Hire” training and development
- Performed business analysis on a weekly, monthly and quarterly basis

LexisNexis Matthew Bender

July 2004 – May 2008

Promoted to Senior Customer Service Representative in October 2005

- Tested upgrades and software enhancements
- Assisted in writing procedures to train staff on new software
- Mentored new employees
- Provided excellent customer service
- Assisted with acquisition of Gould Publishing and aided clients in transition
- Maintained large accounts resulting in continued revenue of over one million dollars annually

Old Navy

July 1998 – June 2004

Promoted to Operations Specialist in October 2003

- Provided excellent customer service
- Assisted Store Manager in managing all in-store Human Resources Needs
- Assisted Operations Manager in performing all in-store audits