

# RUSSELL MALBROUGH

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## EXPERIENCE

### **Suffolk County Community College** Selden, NY

*Director, Alumni Relations*

May 2013 – Present

- Directing the development and implementation of college alumni relations to community of over 110,000.
- Overseeing budget for alumni within the annual program budget.
- Surpassed 2014 fundraising goal approved by the President of the College within eight months.
- Managing a portfolio of potential donors developing Major Gift strategies for cultivation and solicitation.
- Supervising professional staff and student interns.
- Developing communication strategies to identify and engage alumni segments. Launching social media channels to increase alumni awareness. Creating alumni benefits and corporate partnerships.
- Planning, implementing and promoting alumni and retiree programs that support the College and Foundation's strategic and development plan, as well as the Annual Fund, in collaboration with colleagues within the Foundation, the President's Office and throughout three campuses.
- Managing alumni recognition events and programs, including reunions, special events and "friend-raisers." Securing and managing volunteers as needed.
- Serving on five Tri-Campus Committees for College Website, Inaugural College Mascot, First Annual College Spirit Week, First Annual College "End of Year" Celebration, College Commencement.

### **Stony Brook University** Stony Brook, NY

*Associate Director, Alumni Relations*

December 2009 – May 2013

- Directed the development and implementation of robust college and school-based alumni relations programs to membership of over 150,000.
- Developed communication strategies to better engage assigned alumni segments.
- Planned and coordinating institutional programs with Stony Brook Advancement staff, Alumni Association volunteers, and academic leaders.
- Launched social media channels and piloted mobile marketing to increase alumni awareness.
- Managed the Alumni Board of Directors Committee for Advocacy and Homecoming Alumni Outreach.
- Expanded alumni benefits offerings and cultivating corporate partnerships.
- Top 1% most viewed LinkedIn profiles for 2012.

### **Northwestern University** Evanston, IL

*Doctoral Student, Sociology Department*

September 2008 – July 2009

- Co-taught weekly discussion section of "Introduction to Sociology" for undergraduate students.
- Conducted statistical research using Stata.
- Initiated ethnographic field research for a non-profit educational organization.
- Graduate student leader in Center for the Science of Diversity at Kellogg School of Management.

### **Columbia University** New York, NY

June 2000 – August 2008, October 2009 – December 2009

*Project Manager, Office of the Dean and Planning & Administration, Columbia College*

October 2009 – December 2009

- Developed Annual Report strategy for data collection and work flow with Columbia College Associate Dean.
- Conducted benchmarking research on peer institutions.
- Developed communication strategy for submission of articles and integration with University Public Relations.
- Served as project manager for Columbia College Human Resources with Associate Dean.

*Associate Director of Research & Technology, Administration and Planning, Center for Career Education*

June 2006 – August 2008

*Assistant Director of Research & Technology*

January 2006 – June 2006

*Research Administrator*

March 2004 – January 2006

*Research Coordinator, Office of the Dean, Center for Career Education*

September 2001 – March 2004

- Developed and presented academic reports using SPSS for administration, survey and market research, database analysis and forecasting for Dean of Career Education and deans of seven Columbia University schools totaling nearly 15,000 students.
- Supervised graduate and undergraduate students in data collection and research.

- Created and implemented Drupal website project management process adopted by Columbia College Information Technology for use with client departments including Admissions.
- Managed cross-functional work teams on software analysis. Managed and executed Client Relationship Management (CRM) software acquisition and custom programming with consultants, external departments (IT, Alumni Relations, Registrar) and user group.
- Published and distributed Annual Reports to Deans of seven constituent schools.
- Launched survey of graduating students increased response rate from previous year by four percentage points four months ahead of survey closing date.
- Compiled data for Columbia College Board of Visitors on historical and current center operations. Analyzed Enrolled Student Survey 2005 on internships.
- Responded to employer data requests for organizations including Fortune 500 companies.
- Managed the redesign, content development, testing and launch of the new website.
- Performed quantitative and qualitative research on peer institutions and professional associations.
- Designed and implemented surveys on graduating students. Evaluated and published summaries of the Center's programs along with statistical reports on student and alumni career center usage.
- Authored articles on career-related topics published for constituents on the main web page.
- Provided reports for internal and external publication on graduate employment statistics.
- Liaised with administrative and academic offices on behalf of the Center's Dean.
- Managed national employment searches for executive staff.

*Research Assistant*, Robin D.G. Kelley, Ph.D., Institute for Research in African American Studies  
September 2003 – May 2005

- Performed qualitative research for publication of biography on jazz musician Thelonious Monk entitled "Thelonious Monk: The Life and Times of an American Original" (The Free Press 2009).
- Researched articles for Nathan I. Huggins Lecture Series on "Jazz in Africa" published as "Africa Speaks, America Answers: Modern Jazz in Revolutionary Times" (Harvard University Press 2012).

*Development Associate*, External Affairs, Mailman School of Public Health June 2000 – June 2001

- Initiated prospect research for potential major donors and Board of Advisors candidates with Lexis-Nexis.
- Maintained and updated database records to track alumni and donors.
- Created custom queries and reports for financial analysis and publication mailings.
- Coordinated the presentation of data for special events.
- Performed hardware and software trouble-shooting for Dean of Public Health and Vice Deans.

**American Lung Association** New York, NY

*Development Assistant*, National Headquarters November 1997 – August 1998

- Developed and managed database systems (Access, Paradox, Aladin) for corporate prospects.
- Organized the distribution of 40,000 information booklets and the electronic newsletter.
- Compiled reports for nationwide Clean Air Challenge, Golf Privilege card and Vehicle Donation Program.
- Recorded and tracked revenues and expenses for the Research Fund Dinner. Assisted in the Special Events Yearly Income Analysis report for over 85 constituent and affiliate organizations.

**Brown University Alumni Association** Providence, RI

Co-Founder, Inman Page Black Alumni Council May 1999 – Present

- Co-authored Afro-American Studies Program research project focused on a comparative analysis of Black alumni associations in the Ivy League and Historically Black Colleges and Universities.
- Presented findings to 2000 Visiting Committee on Diversity at Brown. Successfully petitioned Brown University administration and Alumni Association for official recognition.
- Secured \$15,000 funding from Alumni Relations Department.
- Organized New York City Welcome (2004) and Farewell (2012) for Dr. Ruth J. Simmons as President of Brown University at the Schomburg Center for Research in Black Culture, New York Public Library.

## PROFESSIONAL ASSOCIATIONS

Council for Advancement and Support of Education

Alpha Phi Alpha Fraternity, Inc.

## EDUCATION

**Columbia University** New York, NY **M.A.** in African American Studies, May 2003

*Major Areas of Study:* Sociology and Higher Education

**Brown University** Providence, RI **A.B.** in Sociology and **A.B.** in Africana Studies, December 1999