

Tom Florian

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Professional Experience

West Des Moines Chamber of Commerce: West Des Moines, IA

Senior Director of Membership & Strategic Marketing: July 2022 – Present

Director of Membership & Growth: April 2021 – June 2022

- Manage and service 350+ member accounts totaling \$220k+ in annual revenue
- Manage and service event/program sponsor accounts totaling \$180k+ in annual revenue
- Ideate and create unique activation elements to increase brand awareness and drive traffic to event sponsor physical location or digital platform
- Lead marketing team of one full-time staff member and one seasonal intern
- Create automated marketing campaigns to increase member engagement and upsell membership opportunities
- Build organizational strategic marketing and communications plan to increase brand awareness, grow revenue, and increase attendance at events and participation in programs
- Maintain digital brand and regularly edit wdmchamber.org using WordPress
- Oversee WDM Leads and Latino Trade Network programs to foster participant referrals and business growth
- Co-develop organizational strategic plan and balanced scorecard with President/CEO
- Lead strategic marketing plan for Raccoon River Rally Fall Festival as part of WDM Chamber Explore WDM Committee
- Co-manage Pitch Competition subcommittee as part of WDM Chamber DEI Committee for 2022 Athene Black & Brown Business Summit
- Co-manage Fundraising subcommittee as part of WDM Chamber DEI Committee for 2022 Athene Black & Brown Business Summit

Iowa Girls High School Athletic Union: West Des Moines, IA

Coordinator of Business Development: December 2017 - April 2021

- Identified and cultivated new and existing corporate partnerships, resulting in 27% revenue growth
- Negotiated partnership contracts including multi-year agreements leading to over \$400k in annual revenue
- Implemented social media strategy, resulting in 26% growth of total audience/followers Jun 2018-Apr 2021
- Wrote in-game public address announcer scripts for state tournament events
- Directed the IGHSAU Digital Network including the hiring of production team and network talent, sales of in-broadcast advertisements, and writing of broadcast script
- Created digital graphics, informational brochures, booklets, posters, and promotional videos using Adobe Creative Suite and Canva software
- Composed regular communications including press releases and email newsletters
- Coordinated local marketing efforts with state championship venue operators to increase event attendance and generate revenue through ticket sales and souvenir merchandise sales
- Developed Digital Network promotional strategy, resulting in 750,000+ viewers annually
- Managed IGHSAU marketing internship program and freelance blog contributors
- Co-directed leadership programming for the student-athlete advisory committee

Drake University Athletic Department: Des Moines, IA

Assistant Director of Ticket Sales and Donor Management: July 2014 – December 2017

- Led sales team to 59% increase 2016-17 basketball group tickets compared to previous season
- Led sales team to 49% increase 2015-16 basketball group tickets compared to previous season
- Fostered relationships with existing ticket holders and donors to grow Bulldog Club annual fund
- Assisted sales team exceed women's basketball revenue goal for three consecutive years
- Designed and managed DrakeTix.com
- Managed Spike's Kids Club including creation and distribution of weekly email announcements
- Managed 13 student employees and provide instruction to enhance employee skills

Education

Drake University: Des Moines, IA

Master of Business Administration: December 2016

- Marketing Specialization
- GPA: 4.0

Bachelor of Science in Business Administration: May 2014

- Marketing and Finance Major; Music Minor
- GPA: 3.54

Community Leadership

Lead DSM: Des Moines, IA

Greater Des Moines Leadership Institute: August 2022 – May 2023

- Curriculum based leadership development program aligned with Capital Crossroads Campaign

City of West Des Moines Due Diligence Committee: West Des Moines, IA

Committee Member: April 2022 – Present

- Review and funding applications to Property Improvement Fund and Regulatory Compliance Fund

Historic Valley Junction Foundation Board of Directors: West Des Moines, IA

Board Member: January 2022 – Present

- Help guide the evolution of the original Historic Valley Junction district by preserving and honoring its historic character, supporting small businesses, and connecting the community

Drake University National Alumni Board of Directors: Des Moines, IA

Ex-Officio Board Member: March 2020 – Present

- Serve on National Programming Committee to develop national alumni programming to increase engagement among the Drake University Alumni community nationwide
- Provide commentary and feedback to University leadership on behalf of the Drake University Alumni community

Drake University Central Iowa Regional Alumni Board of Directors: Des Moines, IA

Board President: March 2020 – Present

- Lead 12-person team to develop programming and increase engagement among the Drake University Alumni community located in Central Iowa
- Serve as approachable leader to and voice of the Drake University alumni community in Central Iowa

JDRF Greater Iowa Board of Directors: Des Moines, IA

Board Member: October 2019 – Present

- As member of Ride Committee:
 - Lead recruitment efforts to increase size of JDRF Ride to Cure Diabetes Greater Iowa team
 - Host events and provide regular communication to foster team comradery
 - Share regular fundraising tips and tricks to help team reach annual fundraising target
- As member of the Nominating & Board Development Committee:
 - Developed strategy to align strengths of existing board members with areas of interest and expertise
 - Identified, reviewed, and recommended new board members while maintaining a strategically balanced and diverse group of members with varying expertise and backgrounds
- As member of the OneWalk Committee:
 - Serve as Walk Entertainment Lead
 - Led redesign of 2020 OneWalk to digital format in cooperation with Executive Director, Development Director, and OneWalk Chair as a result of COVID-19 pandemic
 - Composed social media posts and designed video content to engage with 2020 OneWalk supporters virtually
 - Raised \$517,423 for the 2020 OneWalk, surpassing event goal of \$350,000
- As member of the Greater Iowa Cycling Team:

- Generated over \$15,000 in revenue for JDRF Ride to Cure Diabetes program since 2018

Dream Team Des Moines Leadership Team: Des Moines, IA

Marketing & Digital Media Manager: May 2020 – June 2022

- Composed press releases and newsletters to promote organization information and announcements
- Designed and maintained dreamteamdesmoines.org including writing of all copy
- Created all digital and print marketing collateral using Adobe Photoshop and Canva
- Managed all Dream Team social media platforms
- Developed and implemented strategic marketing plan for all social media channels

Awards & Recognitions

- 2023 Young Alumni Loyalty Award Recipient: Drake University
- 2022 40 Under 40 Honoree: Association of Chamber of Commerce Executives (ACCE)
- 2021 Volunteer of the Year: JDRF Greater Iowa
- 2016-17 MBA Student of the Year: Drake University College of Business and Public Administration
- 2015-16 Leader of the Year: Drake University Athletics
- 2014-15 Leader of the Year: Drake University Athletics
- 2014 Make It Matter Award: Drake University College of Business and Public Administration
- 2011 Community Service Award: Drake University College of Business and Public Administration
- Eagle Scout: Boy Scouts of America Troop 12