

Christopher L. Vicks

M.A. Candidate — Professional & Technical Communication | Technical Writer

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PROFESSIONAL SUMMARY

A certified technical writer and data-driven communications strategist with over 9 years of experience creating digital-first content, CRM-integrated workflows, and cross-functional campaigns in complex institutional settings. Combines a graduate background in Professional and Technical Communication with demonstrated proficiency across enterprise platforms to translate stakeholder needs into clear, scalable documentation for engagement systems. Proven track record of driving measurable outcomes. Most recently, built a crowdfunding initiative that generated \$2M+ in annual contributions with a 35%+ year-over-year growth rate. Skilled at building digital infrastructure and crafting multi-channel content strategies that increase efficiency and audience engagement.

EDUCATION

University of North Texas — Denton, TX

Master of Arts, Professional and Technical Communication

Expected Summer 2026

Graduate Certificate in Professional and Technical Communication

May 2025

Xavier University of Louisiana — New Orleans, LA

Bachelor of Science, Business Administration

December 2013

SCHOLARLY & PROFESSIONAL ACCOMPLISHMENTS

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|-----------------|---|
| \$2M+ | Annual philanthropic giving generated through UNT Day of Giving by Spring 2025, launched and led from inception in 2022 |
| 35%+ YoY | Growth in university annual gifts through evidence-based strategies and multi-channel outreach |
| 7+ Years | Institutional service in higher education advancement and nonprofit community development |

PROFESSIONAL EXPERIENCE

Assistant Director of Annual Giving

July 2021 – Present

Division of University Advancement, University of North Texas

- Directs annual giving strategy across direct marketing, crowdfunding, and faculty/staff campaigns, using data analysis to guide evidence-based decisions
- Launched inaugural UNT Day of Giving in 2022, growing the initiative to \$2M+ in annual contributions and 35%+ year-over-year growth by Spring 2025.
- Partners with CSU development officers and college teams to align messaging and produce campaign content consistent with institutional brand standards
- Supervised the university student phone center, including payroll, scheduling, and solicitation protocols; served on the President's Staff Senate as University Advancement representative

Corporate and Foundation Relations Coordinator

December 2018 – July 2021

Division of University Advancement, University of North Texas

- Drafted corporate sponsorship and foundation grant proposals, case statements, and stewardship reports supporting faculty research and university program priorities
- Conducted prospect research to identify funding opportunities for faculty and academic programs
- Maintained CRM data integrity in Blackbaud Raiser's Edge and processed TRIP research fund applications to the Texas Higher Education Coordinating Board
- Developed CFR digital content, served as an external donor liaison, and reviewed all team correspondence for accuracy and scholarly standards

Operations Manager

March 2017 – December 2018

The Micab Project — Community Development Organization

- Secured grant funding through foundation relations and donor cultivation; tracked deliverables and compliance reporting in Salesforce
- Co-authored grant proposals, stewardship reports, press releases, and community action plans; edited the organization's digital newsletter
- Creative director for internal and external communications including community actions, press releases, event scripts, social media, and digital fundraising.
- Managed organizational finances, annual audits, and 990 filing; designed an electronic document management system for compliance and institutional memory

SKILLS & COMPETENCIES

- Grant Writing & Proposal Development
- Annual Giving Strategy & Campaign Management
- Technical Writing (Certified, UNT 2025)
- Omni-Channel Communications & Digital Content
- Budget Management & Financial Reporting
- Donor Stewardship & Relationship Management
- CRM Administration (Raiser's Edge, Salesforce)
- Prospect Research & Funding Analysis
- Data Analysis & Reporting (Power BI, Cognos)
- Higher Education Advancement Operations

INSTITUTIONAL SERVICE

University Staff Senate Representative, University of North Texas

2023 – 2025

Council for Advancement & Support of Education, Scholarship Recipient

2021