

Jialiang David Luo

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EXPERIENCE

SFJAZZ

Development Operations Manager

San Francisco, CA
Dec. 2022 - Present

- Lead all aspects of business development, including database management, data analysis, prospect research, membership, and reporting in support of a \$10M annual budget for the 14-person Development Department
- Supervise the Development Operations team and the Membership team with comprehensive duties, including research, data processing, sales management, customer communications, and member services
- Increased operational efficiency of the team by 50% through optimizing processes with documented procedures, restructuring team responsibilities with clear designations, and providing systematic training with customized focuses
- Managed 10+ regular data projects such as massive donor screening (iWave), data visualizations (Tableau), and database optimizations (CRM) to make informed organizational decisions and improve business strategies

92ND STREET Y

Development Operations Associate

New York, NY
Apr. 2022 - Nov. 2022

- Conducted and presented critical data analysis through relational databases to help the senior management understand the up-to-date performance trends, marketing effectiveness, and user behavior patterns
- Served as the pivotal connection between development and finance departments to reinforce proper fund allocation and restriction, perform data reconciliation, and provide various financial reports
- Oversaw Tessitura CRM operations by managing data processing, generating list pulls and segmentations, maintaining data authenticity, and monitoring customer service issues

NEW ORCHESTRA OF WASHINGTON

Development Coordinator

Washington, D.C.
Mar. 2022 – Mar. 2023

- Facilitated digital strategies by managing the operational transition and data migration into HubSpot (CRM) with email workflows designed to automate and customize the user experience and accelerate the client cultivation process
- Planned, maintained, and executed the annual development calendar and marketing campaigns that included email, social media, and direct mail strategies with written, visual, and interactive deliverables
- Managed elevated events by detailing event logistics, monitoring budgets, organizing program activities, overseeing staff onsite, addressing guest requests, and coordinating with vendors on venue and catering

DEATH OF CLASSICAL

Development and Database Coordinator

New York, NY
Sep. 2021 - Sep. 2022

- Grew individual donor base by 20% through strategic development planning, improved online donation experience, and enhanced audience engagement such as concert follow-ups and tailored acknowledgment letters
- Established and operated the digital infrastructure for ticketing and fundraising through AudienceView (CRM), integrated online giving with the membership system and automated email solicitations
- Set strategic development goals and proposed feasible action guidelines based on quantitative and qualitative data analysis performed to illustrate donor distributions, preferences, and demographics

B-MUSIC PROGRAM

Co-Founder and Marketing Director

Shanghai, CN
Oct. 2019 - Oct. 2020

- Planned and implemented comprehensive digital marketing strategies for the 2020 B-MUSIC Program, which directly converted 75% of total customers and became the primary user channel source
- Operated multiple social media platforms, including WeChat, Weibo, and Bilibili, led content creation team to produce digital promotion, weekly events, and interactive articles, generated over 5000 followers across platforms
- Supervised the program's onsite activities, resolved urgent problems, and managed video and concert production

EDUCATION

COLUMBIA UNIVERSITY

Master of Arts, Arts Administration (Business Concentration)

New York, NY
Sep. 2019 - May. 2021

COLUMBIA COLLEGE CHICAGO

Bachelor of Arts, Visual Arts Management

Chicago, IL
Sep. 2016 - May. 2019

BEIJING INTERNATIONAL STUDIES UNIVERSITY

Bachelor of Economics, International Cultural Trade (Dual Degree)

Beijing, CN
Sep. 2015 - Jun. 2019

CERTIFICATIONS AND SKILLS

CERTIFICATES: Data Analytics Certificate (*Google, 2023*); Music Business (*UCLA Extension, 2022*)

SKILLS: Microsoft Office; Google Suite; Data Analytics (*SQL, Tableau*); CRM (*Tessitura, AudienceView, HubSpot, Mailchimp*); Graphic Design (*Ps, Canva*); Video Editing (*Pr*); Audio Editing (*Au*); Music Production (*DAW*)

LANGUAGES: Mandarin Chinese (*Native Language*); English (*Bilingual Proficiency*)