

# Jesse S. Kasser

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## EDUCATION

**University of South Carolina, College of Hospitality, Retail and Sport Management, Columbia, SC**

Ph.D. candidate in Sport and Entertainment Management, May 2022 (expected)

**University of Miami, School of Education & Human Development, Coral Gables, FL**

M.S. Ed. in Sport Administration, July 2014, GPA 3.7

**Hofstra University, Frank G. Zarb School of Business, Hempstead, NY**

B.B.A. in Business Marketing, May 2010, GPA 3.38

## AWARDS

NAADD Bobby Purcell Mentorship Program Recipient, 2019; NAADD Diversity Initiative Program Recipient, 2020

## HONORS

Hofstra Dean's List: 2006, 2009, 2010

## EMPLOYMENT & PROFESSIONAL EXPERIENCE

**01/19 – Present**

**Director of Athletics Development**

**08/16 – 12/18**

**Assistant Director of Athletics Development**

*Development, University of South Carolina, Columbia, SC*

- The qualification, cultivation, solicitation, and stewardship of prospects who are targeted for gifts from \$25K to \$1M+ to be donated to the master plan for athletics facilities.
- Accumulated \$11.1M total philanthropic gifts from FY17-FY21, while raising over 1M philanthropic dollars in cash, planned and gifts in kind each year from FY18-FY21.
- Assigned various leadership roles including interview processes, on-boarding new colleagues, intern project management, and sport specific projects in cohesion with coaches, senior staff members and the Director of Athletics.
- Manage a portfolio of approximately 180 donors/prospects that are in varying stages of their giving cycle to make a five-year campaign commitment.
- Execute an average of 20 substantial in-person meetings per month that attempt to move prospective and current donors closer to making a commitment.
- Assist the Senior Associate AD and Assistant AD of Development with internal capital campaign initiatives including scholarship funds, program enhancement, and facility needs.
- Strategically collaborate with individual units and fundraisers across campus to effectively communicate the University's mission and philanthropic initiatives.

**08/14 – 07/16**

**Assistant Director of the Crusader Athletics Fund**

*Advancement, College of Holy Cross Athletic Department, Worcester, MA*

- Created communications strategies for eleven varsity sports programs.
- Helped produce all-inclusive and sport specific solicitation mailings.
- Planned and hosted donor engaging events tied to games or prominent geographic locations.
- Worked with coaches and administrators to properly steward all annual athletics gifts.
- Identified volunteers to encourage participation in the athletics fund.
- Created reports to better track the goals set forth by each program and updated alumni and donor affiliations.
- Alumni giving coordinator for the Holy Cross Fund (classes 2007-2010), senior class student-athlete gift committee, and on-campus phonathon supervisor.

**01/14 – 08/14**

**Hurricane Club Graduate Assistant**

*Development, University of Miami Athletic Department, Coral Gables, FL*

- Assisted with donor relations, new member solicitation, ticket information, and member renewals.
- Helped plan, prepare, execute assigned special events for fundraising and athletics.
- Conducted research to be used in future fundraising campaigns and initiatives.
- Responsible for answering emails to the Hurricane Club inbox and serving as first point of contact for Hurricane Club donors in the office and on the phone.

**08/13 – 12/13**

**Student Athlete Monitor**

*Academic Services, University of Miami Athletic Department, Coral Gables, FL*

- Monitored class attendance for all student-athletes.
- Communicated with professors and advisors daily to track student-athlete progress.
- Recorded all student-athlete tardy and absence records for weekly supervisor reviews.
- Prepared absentee reports for individual student-athletes, coaches, and advisors.

**12/12 – 06/13**

**Athletics Marketing Intern**

*External Operations, Villanova University Athletics Department, Villanova, PA*

- Designed and executed spring sports marketing plans for baseball, lacrosse, and softball.
- Coordinated grassroots marketing efforts for NCAA Women's Lacrosse Championships.
- Organized game day activities including promotions and IMG sponsorship fulfillment.
- Managed and expanded Marketing Department contact databases for all spring sports.
- Promoted student-athletes on and off campus for local and student participation.

**SKILLS**

Proficient in Archtics ticket and fundraising software, Blackbaud, Advance Web, Millennium, Windows and Macintosh, MS Office Suite (Word, PowerPoint, Excel, Outlook), Adobe Suite

**INTERESTS**

Passionate and Knowledgeable about Sport, Business and Fundraising Research.