

ROBERTA CASADO

NONPROFIT PROFESSIONAL

Corcoran, MN
(612) 703 8155
robertacasado@gmail.com

PROFILE

Self-motivated and compassionate professional with 8+ years of experience managing and coordinating social programs and fundraising operations for non-profit organizations. A dynamic and versatile team player with a history of using organizational and strategic planning tools to generate improvements and achieve fundraising goals. Strong communication, interpersonal, negotiation, problem-solving, leadership, and time management skills. Proficient in Microsoft Office, Adobe, and CRM platforms (Salesforce and Dynamics). Native in Portuguese, fluent in English and Spanish.

EDUCATION

Mini MBA in Non-Profit Organizations | University of St. Thomas, St. Paul, MN | 11/2020
Management for Civil Society Entities - Social Entrepreneurship Program | GESC Institute, Brazil | 06/2011
Evaluation of Social Programs and Projects | FIA, Brazil | 10/2008
Management for Third Sector Organizations | FGV, Brazil | 12/2007
Business Management in Health Care | FIA, Brazil | 11/2004
Doctor of Dental Surgery | Universidade Paulista - UNIP, Brazil | 12/2001

EXPERIENCE

The Market Entry Fund | St. Paul, MN, US | www.marketentryfund.org
Program Manager | 06/2023 – 04/2024

- Oversaw the Micro-Grants Program, handling all aspects, including outreach, the application process, grantee selection, funds disbursement, and maintaining communication with food entrepreneurs, resulting in tangible advancements for their businesses.
- Cultivated and maintained relationships with TMEF's community and stakeholders through strategic communication initiatives, fostering engagement and support for the organization's mission.
- Organized Board events and Grantee meetings to promote collaboration and knowledge-sharing among critical stakeholders in the food entrepreneurship ecosystem.
- Researched fundraising and grant opportunities to contribute to acquiring new funding sources for TMEF's programs and initiatives. Established and maintained strong partnerships with other NGOs and private organizations to increase fundraising efforts.

Liga Solidaria | Sao Paulo, Brazil | www.ligasolidaria.org.br

Institutional Development Manager | 03/2010 – 07/2013

- Led and coordinated fundraising, communication, and marketing teams to produce communication materials and institutional campaigns that reach target audiences and strengthen the organization's public image.
- Established and maintained strong partnerships with other NGOs and private organizations to increase fundraising efforts.
- Coordinated, organized, and co-produced events utilizing effective marketing and networking methods to improve NGO awareness and donations.
- Led the implementation of Salesforce CRM software to optimize fundraising and marketing processes, analyze data, and enhance productivity.
- Coordinated fundraising with major sponsors such as Temasek, Salesforce Foundation, BES, Greenergy, Pinheiro Neto, and BT.

Fundraising Coordinator | 07/2008 – 03/2010

- Led and coordinated fundraising team to significantly boost donations and reach fundraising goals.
- Co-produced and directed successful events, including the musical "The Sound of Music" with UNIBES, which raised a total of R\$625,000 (US\$ 275,000).
- Implemented approaches to improve contributions and develop valuable fundraising collaborations with major sponsors, such as Cyrela Brazil Realty, Walmart Institute, Mapfre Foundation, Reckitt Benckiser, Bauducco, and Grupo Zaffari.
- Oversaw the implementation of CRM Dynamics.

Fundraising Assistant | 02/2008 – 07/2008

- Conducted diligent research and analysis to identify potential sponsors and fundraising opportunities accurately.
- Formulated and managed socio-educational, sports, and cultural grant proposals and prepared detailed, informative reports and rendering of accounts in compliance with company policies.
- Recorded and continuously monitored received donations, ensuring proper documentation and allocation of funds.

Turma do Bem | Sao Paulo, Brazil | www.turmadobem.org.br

Project Coordinator | 05/2006 – 09/2007

- Developed and implemented engaging promotional strategies to effectively recruit and acquire volunteers, achieving a 291% increase in volunteers in one year.
- Co-led the production of "Sorriso do Bem," a large-scale annual event recognizing 100 volunteers in front of an audience of 500.

VOLUNTEERING

UNIBES | Sao Paulo, Brazil | www.unibes.org.br

Volunteer Child Care Assistant | 03/2003 – 03/2006

- Organized special activities tailored for a class of 4-year-old children, including themed events for commemorative dates and holidays.