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## Profile

Cyril

First Name

Jefferson

Last Name

cyril.jefferson92@gmail.com

Email Address

1448 Bailey Cir

Street Address

Suite or Apt

High Point

City

NC

State

27262

Postal Code

What district do you live in? \*

☒ Within High Point Corporate Limits

Mobile: (336) 287-8725

Primary Phone

Home: (336) 287-8725

Alternate Phone

Guilford County Schools

Employer

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Which Boards would you like to apply for?

Citizens Advisory Council: Submitted

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Ward you reside in?

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## Interests & Experiences

**Please list any work, volunteer, and/or educational experience that you would like us to consider in the review of your application.**

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United Way of Greater High Point -Sponsored Loaned Executive (2016-17) UWGHP - Project Board Development (2013) Connect High Point (2018) Guilford County Schools - Associate Director and Booster President - Andrews Marching Band (2012-18) Communities In Schools - Volunteer and Consultant (2012-present) Volunteer and work experience with UWGHP, CIS, Salvation Army, YMCA, Big Brothers Big Sisters, GCS, HPU, HPHA, HP Country Club, Macedonia FRC, and D-UP.

[C. Jefferson - Resume.docx](#)

Upload a Resume

**Have you participated in Leadership High Point?**

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☒ Yes ☐ No

2018

If yes, please list the year in which you participated in Leadership High Point:

**Gender**

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☒ Male

## **EMPLOYMENT**

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**Sponsored Loaned Executive                      United Way of Greater High Point                      July 2016 – January 2017**

- I worked alongside other members of the United Way of Greater High Point (UWGHP) Campaign Team to secure donations that would benefit the 28 partner agencies within the UWGHP umbrella. Our efforts resulted in a record breaking fundraising campaign.
- Managed and coordinated the UW campaign efforts of more than 60 businesses, providing them with the information and encouragement necessary to optimize their giving potential.
- Represented the organization in forums, networking spaces, and information fairs on several occasions.
- Saw an increase in total monies raised on a majority of my accounts, with major increases (20% or more) in many of those campaigns.

**Development & Brand Consultant                      D-UP, Inc.                      June 2017 – Present**

- My responsibilities include the overseeing of resource development, marketing strategies, and public relations, in addition to assisting with strategic planning for the organization.
- I work closely with the Executive Director and CEO to identify problem areas in infrastructure and develop strategies for implementation of best practice techniques.
- I also serve as Master of Ceremony at major events hosted by the organization, and as a Brand Ambassador at community events.

**Bonner Leader                      High Point University                      January 2014 – May 2015**

- As a Bonner Student Leader, I worked at various sites throughout the community.
- For one semester, I worked with Learning Together of Guilford Child Development at the Macedonia Family Resource Center. While there, I supervised the children within the program, managed the dozens of adult volunteers, and coordinated the daily activities.
- In that next year, I worked with the Washington Street Community in a variety of ways to help build up and facilitate more positive programs for that neighborhood, as well as assisting in bridging the gap between High Point University and the Washington Street community.

**Associate Band Director                      Guilford County Schools                      February 2012 – May 2018**

- The range of my responsibilities includes instruction of the drum line, event planning and coordination, public relations, strategic planning, and quality assurance.
- Elected Band Booster President for the 2017-18 school year, where my experience increased my ability to serve an organization in areas of resource development, brand development, and public relations. Under my leadership, the organization has grown in resources, membership, and volunteer participation, and the infrastructure has been made more efficient.
- Organized the "Red Smoove Classic": an annual event that has seen more than 1,500 people in attendance each year, and has served as the program's largest annual fundraiser to date. My responsibilities for the included promotion and advertising, securing major and partial sponsors, developing community partnerships, and overseeing 150 volunteers who helped out with the event each year. As a result, the event has grown to be the largest of its kind.

**ALAC Consultant                      Communities in Schools, Inc.                      October 2015 – March 2018**

- As a member of the Alumni Leadership Advisory Council, I work with the Communities In Schools National Office to enhance the CIS Alumni Leadership Network.
- My responsibilities included strategic planning, brand development, and public relations.

- Represented CIS as a Brand Ambassador at the 2016 Basketball Hall of Fame Charity Golf Classic in Naples, Florida. At this event, I was one of two keynote speakers (the other was Univ. of Kentucky Men's Basketball Coach, John Calipari), and was given the opportunity to speak to members of the Hall of Fame and many more influential figures about the impact of CIS.
- Visited the offices of U.S. Congress members Mark Walker, Ted Budd, and Richard Burr in Washington, D.C. to advocate for CIS. Our efforts we made an impression on Capitol Hill that resulted in legislative support for the organization.

## **EDUCATION**

<b>Greensboro, NC</b>	<b>N.C. A&amp;T State University</b>	<b>Summer 2018</b>
<ul style="list-style-type: none"> <li>• Bachelor of Arts Degree in Liberal Studies; expected to be completed in June 2018 and graduate Cum Laude.</li> <li>• My current GPA is a 3.75, and I have been named to the Dean's List after each semester of enrollment.</li> </ul>		
<b>High Point, NC</b>	<b>High Point University</b>	<b>Fall 2013 – Spring 2015</b>
<ul style="list-style-type: none"> <li>• Prior to attending High Point University, I attended Howard University and Guilford Technical Community.</li> </ul>		
<b>High Point, NC</b>	<b>Business High Point – Leadership High Point</b>	<b>Fall 2018</b>
<ul style="list-style-type: none"> <li>• In November, I will have completed the Business High Point Chamber of Commerce's Leadership course.</li> </ul>		
<b>High Point, NC</b>	<b>United Way – Project Board Development</b>	<b>Fall 2013</b>
<ul style="list-style-type: none"> <li>• Completed an eight week course provided by United Way of Greater High Point on how to effectively serve on the board or committee of an organization.</li> </ul>		

## **ADDITIONAL EXPERIENCE AND AWARDS**

- In July 2017, I was elected to serve as secretary of the United Way's African-American Initiative. This experience has grown my capacity for Brand Ambassadorship as I am constantly called upon to represent the organization at events throughout the Greater High Point and Greensboro areas. Additional responsibilities include strategic planning, event coordination, and membership engagement.
- In May 2018, I was invited to serve on Connect High Point, a committee appointed by the City Manager to provide consultation to City Council regarding ways to increase and maintain a vibrant population of young professionals.
- As a Public Speaker, I have a speaking profile that includes more than 100 speaking engagements. I will soon be named to the CIS National Alumni Speakers Bureau.
- As a Philanthropist, I have supported and volunteered with the following organizations: United Way, Communities In Schools, High Point Housing Authority, Salvation Army, Big Brothers Big Sisters of the Central Piedmont, D-UP, High Point YMCA, Business High Point Chamber of Commerce, Macedonia Family Resource Center, High Point University, Guilford County Schools, and several churches.
- Community Friend of the Year Award (2013-14) and the Gina Jacobs Above and Beyond Volunteer Award (2012-13) from Communities in Schools
- I was ordained as a minister at High Point Church of the Living God in August 2013, and was honored with an award for exceptional service and commitment to the Youth and Young Adult Ministry.
- I had a short stint of employment with Big Brothers Big Sisters of the Central Piedmont as a Development Manager. During this time, I enhanced marketing efforts for the organization and contributed as a part-time fundraiser.