

Dallas D. Thurn

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PROFESSIONAL SUMMARY:

Operations and systems leader with 10+ years of experience supporting nonprofit and small business organizations through process improvement, database management, and cross-functional collaboration. Proven expertise in administering donor CRM and POS systems, training staff, and translating data into actionable insights for leadership and external stakeholders. Adept at supporting Development, Marketing, and Retail teams while driving operational efficiency, data integrity, and technology adoption.

EDUCATION:

Jamestown Business College, Jamestown, NY

November 2014

Degree: Bachelor of Business Administration

Major: Business Administration

Minor: Marketing

EXPERIENCE:

National Comedy Center, Inc., Jamestown, NY

Senior Manager of Operations Systems & Technology February 2018 –Present

- Developed, implemented, and optimized organization-wide operational systems and procedures supporting Development, Marketing, and Retail departments, improving cross-departmental efficiency and data consistency
- Administered and maintained Blackbaud Raiser's Edge donor CRM and NCR CounterPoint retail POS system, managing a donor and membership database of approximately 30,000 records
- Led training and onboarding for staff on database systems, policies, and procedures, improving data accuracy, user adoption, and compliance across multiple departments
- Analyzed donor, membership, and operational data and presented insights to senior leadership and external funders to support reporting, compliance, and strategic decision-making
- Partnered cross-functionally with Development, Marketing, and Retail teams to identify system improvements and data-driven opportunities to enhance donor engagement and operational performance
- Led systems-related initiatives, coordinating cross-functional stakeholders to drive process improvements and technology adoption

Group Sales & Operations Coordinator

January 2013 –February 2018

- Researched and implemented cost-reduction initiatives across operations, supporting improved budget efficiency and more effective resource allocation
- Coordinated approximately 100 group tours and events annually, managing scheduling, logistics, and client communication for groups averaging 50 attendees
- Served as a key point of contact for tour operators and group clients, supporting early engagement and promotion efforts leading up to the National Comedy Center's opening in August 2018

- Provided trusted administrative and operational support to the Executive Director and cross-functional teams, contributing to smooth daily operations and execution of organizational initiatives
- Assisted with retail operations as needed, including inventory tracking and ordering, to support daily museum operations and visitor experience

Refresh Creativity, Little Valley, NY

July 2010 – July 2017

Owner / Business Consultant

- Owned and operated a small consulting business serving 1–2 active local small business clients at a time, providing ongoing guidance on management, marketing, and digital presence
- Designed, built, and maintained client websites using WordPress, including CMS setup, theme customization, and plugin configuration
- Developed and managed clients' online presence through website optimization and basic search engine optimization (SEO) techniques to improve visibility in local search results
- Utilized open-source enterprise resource planning and accounting tools to manage accounts payable, accounts receivable, and project tracking for client engagements
- Provided hands-on client support, translating business needs into practical marketing and operational solutions

T & H Brooks Market, Little Valley, NY

August 2010 – April 2013

Sales Associate

- Processed customer purchases using a point-of-sale system, ensuring accurate and efficient transactions
- Assisted multiple customers simultaneously while maintaining high service standards in a fast-paced retail environment
- Operated handheld scanning devices to support product maintenance, including price updates and inventory accuracy

SKILLS:

- **Operations & Systems:** Process improvement, systems optimization, data governance, staff training
- **CRM & POS:** Blackbaud Raiser's Edge (Certified), NCR CounterPoint, donor & membership databases
- **Reporting & Analytics:** Excel reporting, fundraising and operational analysis, leadership reporting
- **Web & Digital:** WordPress, CMS management, basic SEO
- **Financial Operations:** Grant-related accounting, AP/AR, open-source ERP tools
- **Leadership:** Cross-functional collaboration, stakeholder communication, Chautauqua Leadership Program (2018)