

### **Management Skills**

- 20 + years corporate creative and non-profit management
- 20 + years as a marketing professional
- 10 + years as a fundraising professional
- 25 + years as a teaching artist
- Strong team builder and leader
- Built and controlled advertising/ marketing creative budgets of up to 3.5 million per year
- Excellent communicator
- Special events management and coordination, including community events, fundraisers and festivals

### **Creative Skills**

- 15 years experience creating graphics and designing sites for the Web
- 25+ years experience writing and designing print materials including, logo design, product branding, corporate identity, black & white and color ads, all types of collateral materials and presentations, package design and production, POS, photo direction, illustration
- 30+ years as an exhibiting professional artist and illustrator

### **Experience**

#### **Music Hall Manager & Arts Program Director** – The Carnegie Carnegie. Andrew Carnegie Free Library & Music Hall Carnegie PA – 2017 – present

This position is very similar to my previous position at the Kaufmann Center.

I am responsible for everything that is the look, face, voice and funding of the facility. Responsibilities ranged from building strong programming and bringing local and regional recognition, to building new audiences, to finding new funding resources.

- All aspects of marketing, public relations, program development, partnerships, fundraising, and development.
- Worked closely with the Executive Director in strengthening existing relationships with foundations and corporate funders, cultivating new partners and funders, and increasing the Music Hall's presence locally, regionally and nationally.
- Develop and maintain consistent brand for the Music Hall.
- Develop Fundraising plan & calendar, budgets, tracking and grants writing and reporting.
- Lead the development of new programming, working closely with the BOD Development and Programming committees, working with other organizational directors and staff to ensure smooth and efficient execution of programs and policies, budget and execute financial plans, plan and aid in the execution of new programs and means of increasing earned income, and promote all aspects of the Center and its programs.
- Develop a new program integrating the visual arts into our offerings, adding exhibition space and updating the facility to accommodate art classes and workshops, and adding an exhibition/hanging system to the studio. Reaching out to local schools and organizations to integrate arts program and the community. Our first collaborative arts educational project is a partnership with Carlynton School District and scheduled for a 3-day arts festival including visual and performing on March 23 through 26.

So far this year, projects have included creating the program and generating the start up funding (\$10,000 from the PNC Foundation) for a new music series called *Listen Locally*, a singer/songwriter series featuring regional artists in a once a month evening program in a "Coffee House" environment in our Studio space, Developing an American Music Series (\$25,000 submitted to the Pittsburgh Foundation) that includes Ragtime, Jazz, Blues and more. Currently working on programming and summer arts camps for 2017 and 2018.

#### **Director** – Kaufmann Center for the Arts, 2012 to 2016

Responsible for everything that was the look, face, voice and funding of the facility. As this was a relatively new venue, responsibilities ranged from building strong programming and bringing local and regional recognition, to building new audiences, to finding new funding resources.

- All aspects of marketing, public relations, program development, partnerships, fundraising, and development.
- Worked closely with the parent organization (Hill House Association) Executive Director in strengthening existing relationships with foundations and corporate funders, cultivating new partners and funders, and increasing the Center's presence locally, regionally and nationally.
- Develop and maintain consistent brand for the Center.
- Develop Fundraising plan & calendar, budgets, tracking and grants writing and reporting.

- Lead the development of new programming, working closely with the BOD Development and Programming committees, working with other organizational directors and staff to ensure smooth and efficient execution of programs and policies, budget and execute financial plans, plan and aid in the execution of new programs and means of increasing earned income, and promote all aspects of the Center and its programs.

Projects included creating the program and generating the start up funding (\$10,000 from the Fine Foundation) for a new Month of Tuesdays program of a series of Matinees for underserved populations, creating an American Music Series (\$50,000 from the Pittsburgh Foundation) that includes Jazz, Blues and Gospel, facilitating the development of the Hill Theater Project (\$5,000 from the PCA), creating and executing a Theater Tech training Program (\$17,000 from the Laurel Foundation), \$100,000 from the Hillman Foundation to support programming, developing and executing a new cultivation program for individual donors, researching and sourcing new technology solutions for the Center's operations and creative programming.

In my first year, I presented the Center's first ever Month of Jazz Celebration including seven unique performances culminating with a Fundraiser featuring Sean Jones and the Pittsburgh Jazz Orchestra, established collaborating partnerships with Reed Dance (former August Wilson Dance Ensemble,) the Kuumba Hill Theater Project, and Nouveau Noir Vocal Ensemble. In addition to continuing to grow these programs, I worked with the parent organization on the Hill House 50<sup>th</sup> Anniversary Year, and the many events involved as part of the year-long celebration. We raised more than \$250,000 in sponsorships. My last 12 months, we increased attendance three-fold and earned revenue doubled.

**Executive Managing Director – Dance Alloy Theater, Pittsburgh, PA 2008 through 2011**

Oversaw all aspects of the organization outside of Artistic programming.

- Grant writing, development work, fundraising– including donation and earned income tracking, as well as human resource management.
- Daily operations, scheduling of events, lead Marketing & PR.
- Special events and fundraising activities,.
- Lead the Board Marketing and Finance Committees.
- Worked closely with the Artistic Director on all aspects of artistic development and programming.

In my first 6 months, I lead the most successful Annual Campaign that the organization had seen in years, individual contributions were up by approximately 30%. The last year's Board contribution doubled over the previous year. Additionally, in FY 10 we increased earned revenue by 9% through refocusing and tightening programming in the studio school.

**Director of External Affairs- The Mattress Factory Museum, Pittsburgh, PA 2006 - 2008**

Responsible for everything that was the look, face and voice of the organization.

- All aspects of marketing, public relations, design, fundraising, development, and memberships.
- Worked closely with the Executive Director, Curatorial Director, Assistant Director and Education Director to ensure that the museum was presented in a consistent verbal and visual language.
- Strengthened existing relationships with foundations and corporate funders, cultivating new partners and funders, growing the membership, increasing museum presence locally, regionally and internationally, developing and maintaining consistent brand for the museum, assisting in the development of new programming.
- Lead the BOD Development committee, worked with other museum directors and staff to ensure smooth and efficient execution of programs and policies, budgeting and executing financial plans.
- Planned and aided in executing new programs and means or increasing earned income, promoting all aspects of the museum and its programs.
- Supervised an internal staff of three full-time and two part-time employees.

Projects included aiding in the creation of and generating the start up funding (\$100,000 from the Fine Foundation) for a new Curator in Residence program, establishing and promoting a new "Third Thursday" program including entertainment for the museum Café and Shop, creating a regional marketing campaign for the MF Shop & Café, creating and executing a new cultivation program for individual donors, researching and sourcing new technology solutions for museum operations and creative programming. In my first six months, the 2007 annual campaign doubled over the 2006 results, membership increased by approximately one third, and membership at our Factory 500 level almost doubled.

**Interim Director - Touchstone Center for Crafts, Farmington, PA 2005 - 2006**

Contractual assignment to get Touchstone back on track financially, to develop strong program concepts, and to build a strong marketing and P.R. campaign.

- Recruited by the new Board of Directors of Touchstone to help rebuild relationships in the funding community, research and develop new course ideas and new programs, research and develop new fundraising opportunities, and to publicize the school and its offerings.

- Grant writing, research and develop of new programs and course offerings as part of developing 2007 course schedule and special programs.
- Research and develop an RFP for strategic planning, then meet with the consultants and coordinate proposal process for the strategic plan, oversee the execution of the planning process.
- Write and distribute all PR and advertising, schedule exhibits in the gallery and in the greater community, build relationships with the regional community, special events planning and execution, monthly reports to the Board and the Executive Committee.
- Oversee design and printing of all collateral materials, including the 2007 catalogue, building a strong membership program, and building a patron base.

Accomplishments included planning and execution of the First Fall Gala and Auction, "Jazzed About Art," at Touchstone in over 5 years. The event raised more than \$27,000. Other accomplishments included, writing more than \$500,000 worth of grants and receiving approximately \$350,000 in grants in 4 months, including a \$200,000 matching grant to grow the Touchstone Endowment fund to over \$1,000,000, partnering with the State Theatre and the Penn State Fayette Campus in Uniontown for a series of fund raising events, and building the first comprehensive, three-season class schedule in more than 5 years.

**Director** - Charleroi Art & History Center, Charleroi, PA, 2004 to 2006

As the Director of this new center, my duties included all aspects of daily operations of the Center and its programs. I had the extreme pleasure of building the arts program from scratch

- Research the resources and needs of the region, build the quarterly schedules of classes, create new class and workshop ideas, find and work with instructors, to fill the gallery schedule with quality exhibits.
- Administer all aspects of the gallery, search out, write and administer grants, create and execute fundraising campaigns.
- Write and distribute all PR, build the Web site ([www.charleroipa.org](http://www.charleroipa.org)).

As part of our outreach program, I was responsible for the organization and execution of all community based special events, including the three day 4<sup>th</sup> of July celebration, "Chautauqua on the Mon Festival." Additional duties included daily accounting, financial reports to the board, and special events planning and execution.

**Consulting/Independent Contractor**, Sparks Design & Consulting, Seattle, WA and PA, June 2000 to Present  
Creative Consultant, freelance artist and illustrator, non-profit strategic planning, fundraising, grants writing and consulting.

Non-profit consulting and grants writing have included many projects throughout Southwestern PA and beyond, including: Seattle Pride - Marketing, PR and Fundraising for three years of the Annual Seattle Pride Festival, Market Street Academy, Brownsville PA – Business development, marketing and fundraising for two arts festivals and other arts programming, Reed Dance/August Wilson Dance Ensemble – Organizational planning, fundraising and development for the first two years of the company, Associated Artists of Pittsburgh - Marketing, Grants writing/fundraising, planning and executing special events for AAP 100<sup>th</sup> Anniversary year, Mary Miller Dance – Strategic and business planning, Fundraising, Grants writing and Board development and more.

Marketing and Design projects have included; a special catalog project for Eddie Bauer, Publication and collateral design on a project for the Clinical Research Psychology Department at the University of Washington, Creative consulting for The Production Network, Marketing Communications Consulting and Web and print design for International Telcom, LTD., Web and print design for ShoCorp Digital Media Group, promotional materials for the Freedom Day Committee for Seattle Pride '01, '02 and '03, and illustration for children's books.

**Chief Creative Officer**, International Telecom Ltd., Seattle, WA 1996-2003 (promoted from Creative Director in 2000)  
Responsible for the direction, coordination and execution of all marketing efforts, including graphic design and content for promotional and collateral materials in a fast paced, high-volume in-house agency for a provider of international telecommunications. Projects included individual logo design, brochures, direct mail, flyers, newspaper and magazine ads, and Web sites (9) for all new and existing products with an annual advertising budget of \$3.5 million. Additional projects included trade shows, corporate events, presentations, and managing all copy writing, in-house and outside, translations, vendors, production, scheduling, print buying and all other related outside services. Cut ad production costs by 90% by switching from film to digital format.

**Education**

- Bachelor of Arts, California University of Pennsylvania - Major: Fine Arts, Minor: English
- Associate Arts, Ivy School of Professional Art - Major: Illustration, Graphic Art & Design

## **Professional Development**

- Increasing Accessibility in Pittsburgh Arts & Culture, 6 part series presented by GPAC - 2014/15
- Grits & Grants: Femme Fatales grant writing for women artists - April 2015
- Audiences Everywhere™ Workshop – New methods for growing audience - GPAC - March, 2015
- The Unsung Majority Roll Out Event - Heinz Endowments and The Pittsburgh Foundation - October 2014
- \* Arts Research: Fueling Policy & Advocacy – GPAC - June 2013
- QuickBooks for non-profits – Bayer Center for Non-profit – October 2010
- Non-profit Summit 2008 – Building Social Capital – May 2008
- Reaching New Heights in Nonprofit Governance – Board Source – April 2008
- Greater Pittsburgh Arts Council - Best Practices in Securing Corporate Sponsorship – April 2008
- Greater Pittsburgh Arts Council - Improving the Art of Marketing the Arts – 3-part series, March 2008
- Cultivating Corporate Sponsorships – Association of Fundraising Professionals – January 2008
- Building a Better Board – Non Profit Leadership Institute, Duquesne University – January/February 2007A six week session on how to recruit better board members and how to build a stronger non-profit board - November 2006
- Designing a Development Plan for Non-Profits – presented by the Foundation Center - November 2006
- Greater Pittsburgh Arts Council – Workshop for Artists & Communities Grant, presented by the Mid Atlantic Foundation – October 2006
- Managing for Sustainability – a forum on innovative financial strategies for nonprofit organizations, presented by - Dewey & Kaye and the Grantmakers of Western Pennsylvania - October 2006
- Rivers of Steel Grant Writing Workshop – July 2005
- Lynda.com Web Design Traveling Road Show – August 2001
- Geo Technologies Multimedia for the Web - Jan. 1998
- Ivey Searight Web Marketing '97 – March 1997
- Adobe Graphic Solutions Workshop - October 1997

## **Associations and Personal Development:**

- Pittsburgh 10- Founding member, Program Coordinator, Exhibiting Artist
- Greensburgh Art Center – Exhibiting Member
- Associated Artists of Pittsburgh – Past Board of Directors, Vice President and Centennial Exhibitions Committee Co-Chair and Exhibiting Member, Co-chair 100<sup>th</sup> Annual Exhibition at the Carnegie Museum of Art
- Pittsburgh Watercolor Society – Voce President, Board Member and Exhibiting Member
- Pittsburgh Society of Artists – Past Board of Directors, Vice President, Exhibiting Member
- Fiberarts Guild of Pittsburgh – Exhibition Committee, Exhibiting member
- Pittsburgh Cultural Trust – Board of Directors for Arts, Events and Education and Board of Directors for Pittsburgh Jazz Live, 3-day festival in the Cultural District
- Assemble – Advisory Board of Directors
- PERSAD – Past Co-chair of Art Acquisition Committee for Annual Auction/Fundraiser Art for Life.
- \* *My own artwork has been exhibited at numerous galleries, museums and universities throughout the region.*