

## EXPERIENCE

### COMMONWEALTH THEATRE CENTER

Director of Development and Marketing

AUGUST 2019 - PRESENT

- Supervised a team of three focused on revenue generation, programmatic marketing, and external communications for a \$1.4 million theatre company serving over 55,000 youth and adults annually.
- Surpassed FY20 individual fundraising goals by 12%, corporate giving by 9%, and admissions by 4%.
- Introduced CTC's first-ever Gratitude Report as part of an annual giving campaign, leading to a \$20,000 donation (the largest individual gift in company history) and a 95% donor retention rate.
- Produced, marketed, and secured sponsorships for CTC's first-ever televised virtual fundraiser, raising over \$15,000 and expanding the company's capacity for streamed productions.
- Spearheaded a social media partnership between CTC and Kentucky's First Lady, Brittainy Beshear.

Development Manager

- Developed and executed an emergency crowdfunding strategy during the onset of the COVID-19 pandemic, raising over \$25,000 for general operations in under four weeks.
- Introduced a pre-show Opening Night reception series for donors, artists, press, and community partners to connect, the last of which led to a sold-out opening night for 'Pride and Prejudice'.
- Created and cultivated a portfolio of approximately 250 donors by building a database that tracks donor contact information, giving trends, meeting notes, etc.

### ACTORS THEATRE OF LOUISVILLE

Grants Manager

JUNE 2018 - AUGUST 2019

- Managed a portfolio of institutional, public, and private partners via Tessitura, totaling over \$3.3 million in contributed revenue (39% of annual budget).
- Stewarded a 46-year relationship with Humana, the title sponsor of the Humana Festival of New American Plays (the longest-running partnership between an arts organization and a corporate entity in the US).
- Identified new opportunities for collaboration with local and national organizations. Examples include Louisville Public Media, Dare to Care Food Bank, and the National Endowment for the Arts.
- Served on the special events committee overseeing the 2019 Lobster Feast, raising over \$350,000 in sponsorships and ticket sales.

### MUHAMMAD ALI CENTER

Development Associate

AUGUST 2017 - MAY 2018

- Served as the key institutional giving contact for funders, stakeholders, and supporters of Ali's legacy.
- Worked in close collaboration with the Development Manager to plan and execute the 2017 Muhammad Ali Humanitarian Awards, featuring award winners Ashley Judd and Patricia Arquette.
- Executed tasks related to data reconciliation, campaign reporting, membership applications, etc. for Altru constituency database.
- Identified and successfully applied for new funding streams totaling over \$30,000.

## EDUCATION

### INDIANA UNIVERSITY

M.A. Arts Administration '17

O'Neill School of Public & Environmental Affairs (SPEA)

### BUTLER UNIVERSITY

B.A. Music '11

Jordan College of the Arts