

Professional Summary

Executive arts leader with 15+ years of experience advancing mission-driven performing arts and civic institutions through strategic leadership, earned revenue growth, community engagement, and organizational modernization. Proven senior executive with responsibility for enterprise-wide strategy, budgeting, board partnership, patron experience, and public positioning. Experienced steward of historic cultural institutions, trusted advisor to boards and civic stakeholders, and visible public spokesperson with deep expertise in programming support, operations alignment, audience development, and:

Strategic Communications
Crisis Communications
Executive Communications
Board Relations and Governance

Community Engagement
Event Production and Design
Brand Positioning
Tessitura CRM

Digital and Social Platforms
Demand Generation
Team Leadership
Data-driven Analysis

Experience

Spoleto Festival USA, Charleston, S.C.

November 2021–September 2025

Director of Marketing & Communications, *August 2024–September 2025*

Senior executive role with enterprise-wide responsibility for revenue strategy, patron experience, institutional communications, cross-departmental operations, and board-facing analysis for a \$10M multi-week international performing arts festival. Directed day-to-day operations of consolidated marketing, communications, and front-of-house department.

- Led earned revenue strategy, pricing analysis, sales forecasting, and demand modeling contributing to \$4.25M+ in online ticket sales and sustained year-over-year growth. Partnered with executive leadership and board committees to align programming, pricing, and promotion with financial sustainability goals, while managing \$1M+ annual department budget.
- Direct and develop full-time and seasonal staff across marketing, communications, and front-of-house functions, fostering a culture of accountability, creativity, and service excellence.
- Leads and develops best-of-breed native content strategy, leveraging library and newly-generated photography, video, and written assets to create platform-specific engagement and convert engaged consumers into radical supporters; this passive interest to passionate commitment pipeline strategy has achieved year-over-year 335% net audience growth and a nearly 30% increase in web traffic.
- Collaborated cross-functionally with production, facilities, and front-of-house teams to align programming, patron journey design, and service standards to ensure exceptional audience experiences and operational readiness across historic performance venues.
- Partnered with executive leadership and development colleagues on donor communications, sponsorship strategy, and contributed revenue initiatives supporting institutional advancement.
- Regular presenter to Board of Directors and executive leadership, translating complex data into strategic insights to support governance, programming, and financial decisions.

Yost Strategy, Charleston, S.C.

June 2017–December 2021

Strategic Communications Consultant

Provided executive-level communications, stakeholder engagement, and public positioning counsel to nonprofit, civic, and political leaders.

REPRESENTATIVE PROJECTS

Communications Strategy for Nonprofit Executive Director Announcement, *Charlotte Choir School*

Drafted and implemented an omnichannel communications rollout for nonprofit arts organization's announcement of a new executive director. Strategy included media outreach, constituent emails, and social content, with email program via MailChimp besting cultural industry open average by 75%. Campaign earned more than \$10,000 in unplanned revenue, greater than 4,000% ROI on project cost.

Gubernatorial Campaign Announcement Event & Communications Strategy, *James Smith for South Carolina*

Managed a 10-person team to produce a gubernatorial campaign announcement, including 750-person rally event, press strategy and media logistics, and social and direct-to-constituent email strategy. Rollout established candidate frontrunner status and was covered by statewide press.

Annex Studio, Charleston, S.C.

Partner, Creative Director & Co-Founder

May 2013–June 2017

REPRESENTATIVE PROJECTS

Digital Strategy & Design for Public Broadcaster Online Presence, *WDAV Classical Public Radio*

Led a 15-month effort to design and develop a complete rethink of wдав.org, the flagship web presence of a leading public broadcaster, its first significant redevelopment in more than 15 years. Responsible for requirements gathering; research; design prototyping; art direction, testing; and content strategy.

Developed a user testing and research protocol using ethnographic, quantitative, and qualitative methods to gain insight into consumer preferences and capability, enabling smooth customer transition to new product.

E-commerce Platform Strategy, *Oasis Grower Solutions, a division of Smithers-Oasis*

As part of corporate reprioritization, developed bespoke e-commerce platform strategy with a goal to increase sales capacity by 20%. Specifications delivered best-in-class performance, including feature set specific to client needs, rigorous adherence to industry standards, and integration with existing inventory infrastructure. Earned value for client by building extendable components applicable to other business units.

Civic and Government Relations Experience

The White House, Washington, D.C.

Advance Associate, Office of the Vice President

October 2014–January 2017

Terry McAuliffe Inaugural Committee, Richmond, Va.

Swearing-in Ceremony Event Producer

December 2013–January 2014

Democratic National Committee, Charleston, S.C.

Strategic Communications Consultant

April–May 2013

Presidential Inaugural Committee 2013, Washington, D.C.

Assistant to the Director of Events & Ceremonies

November 2012–January 2013

Obama for America, Chicago, Ill.

Election Night Deputy Site Lead, National Advance Staff

October–November 2012

Democratic National Convention Committee, Charlotte, N.C.

Intern to the Chief Operating Officer

June–September 2012

Education

Bachelor of Arts in Communication & Political Science

College of Charleston, Charleston, S.C., May 2012

ACTIVITIES Editor-in-Chief, *The George Street Observer*, May 2010–May 2012
Chairperson, Student Media Network Board, August 2010–May 2011

Community

Board of Directors

Charlotte Choir School, Charlotte, N.C.

2019–present

Presenter, PechaKucha Night Charleston 47

Presentation: *Commonplacing*

March 2025

Guest Lecturer, College of Charleston

Professionalism in the Arts, Arts Management 270, School of the Arts

Presentation: *Embracing AI in Arts Marketing and Administration*

February 2025 & September 2025

Guest Lecturer, Stanford University

Stanford in Washington Program Visit to Charleston, S.C.

Presentation: *Political Communication in the South Carolina Lowcountry*

January 2014, 2016, 2018, 2019

Member, Dean's Advisory Council

College of Charleston School of Humanities & Social Sciences, Charleston, S.C.

2016–2019

Awards

First Place, Innovative Concept, for "The Thread" Podcast, South Carolina Press Association

March 2018

Outstanding Service to the College of Charleston Department of Communication

May 2012

Interests

Typography, Cooking, Technology (Apple), Classical Music, Content & Streaming Industry