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#### **WORK EXPERIENCE**

### PACIFIC NORTHWEST BALLET, SEATTLE, WA

July 2003 - Present

Director of Marketing & Communications

Responsible for annual revenues of \$10 - \$12 million for one of the nation's largest and most highly respected ballet companies

- Manages marketing, public relations, outreach and box office personnel (15 to 20 staff members depending on time of year) for ballet company with \$21 million annual budget
- Responsible for marketing, PR, web and customer service strategies designed to generate revenue, attract new ticket buyers and retain single ticket buyers and subscribers across six repertory productions, Nutcracker, PNB School performances, PNB's Next Step choreographic showcase and other performances and events
- Responsible for mission- critical annual revenue from *Nutcracker*, which grew by 40% in first three seasons at PNB, from \$4.4 million in 2003 to nearly \$6.2 million in 2007
- Creates and manages annual expense and revenue budgets for PNB marketing with revenue targets between \$10 and \$12 million, and expense budgets of roughly \$3 .4 million annually
- Responsible for successful implementation of \$750K four-year, young audience development project as part of Wallace Excellence Award, including \$375K website redesign, development of video program, cultivation of young patrons ages 13 35, and coordination of qualitative and quantitative audience research and reporting for each year of the project
- Selected by Wallace Foundation as one of 7 case studies on successful audience development programs

# SEATTLE CENTER FOUNDATION / SEATTLE CENTER / SEATTLE, WA

January 2002 – July 2003

Manager of Corporate Development & Sponsorship

Responsible for securing corporate sponsorships for Seattle Center festivals and grand opening of Marion Oliver McCaw Hall

- Secured cash and in-kind sponsorships for Seattle Center's Winterfest and Whirligig festivals, with corporate investment between \$5K and \$125K in support of Seattle Center's multiweek community festivals
- Secured corporate sponsorship totalling more than \$150K for the grand opening celebrations of McCaw Hall, and contributed to other fundraising, marketing, special event and PR efforts around the capital campaign and opening of the hall

# MARKETING AND SPONSORSHIP CONSULTANT, SEATTLE, WA

January 1998 - July 2003

Freelance marketing, sponsorship and project manager for arts and civic groups

 Managed sponsorship and strategic marketing projects for clients including Seattle Center, Intiman Theatre, Incite Public Relations, The Alford Group, Seattle Children's Theatre, seattle Monorail and Seattle Repertory Theatre

# SEATTLE CHILDREN'S THEATRE, SEATTLE, WA

## **August 1988 – December 1999**

**Director of Marketing** 

Responsible for annual revenues from subscription and single ticket sales at \$4 million regional theatre for young audiences and families

- Oversaw growth of theatre audience from subscriber base of 7,000 in 1988 to more than 21,000 patrons in 1999, with audience of more than 250,000 young people and adults at end of tenure
- Part of management team that informed design and opening of 485-seat Charlotte Martin Theatre and 280-seat Eve Alvord Theatre (1993-95)
- Co-authored theatre's first Long Range Plan (1993) which allowed SCT to qualify for funding from National Arts Stabilization Fund and other major funding sources. Also co-authored 1998 version of Long-Range Plan
- Wrote and provided art direction for all major collateral pieces for theatre from 1988 –
   1999. Created sophisticated, vibrant look for theatre collateral, which helped garner international attention for Seattle Children's Theatre and its programs.

### **EDUCATION**

University of Washington, Seattle, WA
 Bachelor of Arts, English and History Double Degree

 Trinity College, Dublin, Ireland
 Certificate degree in Irish History and Anglo-Irish Literature

# **References Available Upon Request**