

# Kellee Dawkins

**Creative event strategist** with 10+ years of experience crafting engaging programs and high-quality events that drive brand growth, foster meaningful connections, and shift the status quo through innovative thinking, exceptional execution, and a human first approach to leadership and collaboration.

## RELEVANT EXPERIENCE

### San Francisco Museum of Modern Art (SFMOMA) — Associate Director of Special Events

San Francisco, CA | Aug 2021 - PRESENT

- Directing an event portfolio of donor, member, and other special events including key annual fundraisers, Art Bash and FOG Preview Gala, generating \$7.7M, surpassing revenue goals by 5%.
- Managing all elements of event production; including a \$3M event budget, creative direction and marketing communications for a wide range of events, such as exhibition openings, receptions, seated dinners, fundraisers, private tours, exclusive member events, panel discussions, artist talks, virtual events and sponsored activations.
- Leading strategic cross-functional projects with members of executive leadership, corporate partnerships, legal, curatorial, annual giving, design, marketing communications, web/media, security, operations, exhibitions, and visitor experience.
- Supervising 2 dynamic event teams with 3 direct reports as well as on-call and day of volunteers.
- Facilitating communications + presentations to leadership, all-staff, and external stakeholders.
- Liaising with event sponsors/partners like Aspen Institute, GAP, Inc., and Reserva de la Familia.
- Serving as a spokesperson for fundraising events, appearing on CBS (KPIX) Bay Area news.
- Event coverage published in SF Magazine, Nob Hill Gazette, Cultured Magazine, and WWD.

### The Pearson Institute at The University of Chicago — Assistant Director of Events

Chicago, IL | Oct 2018 - Aug 2021 (Promoted within first 6 months from Event Specialist)

- Directed an event portfolio of networking events, lectures, seminars, and conferences tailored to the needs of graduate students, subject matter experts, diplomats, and other foreign dignitaries in the global conflict resolution space, with a budget of \$500K+.
- Led coordination and creative direction for the global forum held in Berlin, Germany in 2019.
- Successfully transitioned the entire event portfolio to virtual platforms due to the COVID-19 pandemic including the institute's annual multi-day global forum which garnered 1K attendees from across the world.
- Developed event marketing strategies to drive event registration & increase attendance by 10%.
- Worked with cross-functional teams, key senior-level stakeholders, and high-profile speakers.

### Fight For Joy events + design — Lead Event Planner & Co-Founder

Dallas, TX | Jan 2012 - Oct 2018

- Planned and coordinated 40+ events with budgets of \$150K and up to 400 attendees.
- Created & executed complex multi-day event timelines for vendors and clients.
- Work featured in print & online publications like Aisle Planner and Munaluchi Bride.

### Mercy Street Church — Director of Communication & Events

Dallas, TX | Jan 2016 - Sept 2018

- Planned 10+ community events with up to 200 attendees and coordinated 50+ volunteers.
- Drafted and executed communication plans, crafting best practice policies for leaders & staff.
- Directed organization-wide rebranding to drive growth and establish brand trust in the community.

## Portfolio:

[kelleedawkins.com](http://kelleedawkins.com)

(214) 808-1067

kelleelauradawkins@gmail.com

## PROFESSIONAL EXPERTISE

Event Production

Event Strategy

Event Marketing

Creative Direction

Team Leadership

Experience Design

Contract Negotiation

Communications

Project Management

DEIA Advocate

## TECHNICAL EXPERTISE

### Event Platforms

Allseated, Eventbrite, Splash, Linvio, Cvent

### Email Marketing

P2, Mailchimp, Flodesk

### CRM Platform

Salesforce, Tessitura

### Workflow / Space Management

Notion, Asana, Artifax

### Other Tools

Google Suite

Microsoft Office

Canva

## EDUCATION

University of Texas at Arlington — **Masters, Public Administration**

University of North Texas — **Bachelors, Sociology**