

KATE HUFFMAN

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Qualifications

- Arts administration, 5+ years
- Nonprofit development, 2+ years
- Event production, 6+ years
- Customer service, 4+ years
- Writing/Content creation, 4+ years
- Marketing, 5+ years
- Project management, 4+ years

Education

MA Arts Administration & Cultural Policy | September 2016
Goldsmiths, University of London
London, England

BA Applied Music, Clarinet
May 2015 | Minor in Business
Wartburg College, Waverly, Iowa

Skills

- CRM/database software: Salesforce, Microsoft Dynamics, Tessitura
- Asana Certified Pro; Trello
- Microsoft Office & Google Suite
- Facility with Mac & PC OS
- Marketing automation: Mailchimp, Marketo, Campaign Monitor
- Basic website design/html
- Basic video directing/editing

Professional Experience

Director of Development & Board Liaison | Greater Philadelphia Cultural Alliance | Philadelphia, PA April 2020 – Current

- Provide leadership and direction in planning and execution of annual fund and mid-level donors giving programs
- In FY21, surpassed annual fund goal by 41%, bringing in 100% more new donors than the total number of donors for two previous fiscal years; Established methods for measurement of key performance indicators to use in improving fundraising
- Responsible for all data and gift entry and maintenance in Salesforce; Established naming conventions and reporting structures
- Collaborate on the creation and execution of donor publications including annual reports, e-newsletters, and website
- Responsible for prospect research and stewardship of major donors; Assist with cultivation and solicitation of major gifts
- Ensure accurate gift records and recognition of support; Develop personal relationships with donors to understand giving drivers
- Strategize, identify and write grant proposals for funding opportunities; Ensure proper tracking and reporting of grant activities
- Manage the Emerging Leaders Circle, the Alliance's membership group of the next generation of leaders for the arts sector, including stewardship, outreach, cultivation, and annual programming
- Manage all board logistics, including meetings, communications, minutes, tenure records, and board giving
- Serve as main liaison for the Governance Committee; Maintain pipeline of diverse board prospects and records of board service

External Affairs Manager | The Philly POPS | Philadelphia, PA July 2019 – April 2020

- Developed long term project-based funding priorities and pipelines; Actively pursued new sponsorship relationships
- Worked with Director of Development to establish a comprehensive plan for institutional giving with long-range and annual goals
- Built and maintained relationships with external partners and ensured fulfillment of contracts
- Managed confidential donor information and data in CRM database; Oversaw all aspects of data maintenance
- Prepared effective, timely communications to current institutional funders, including proposals, budgets, and reports
- Researched new and existing institutional funders and tailor messaging and projects to address funder's priorities
- Tracked progress and produced reports regarding foundation, corporate, and government giving goals
- Assisted with development events like the annual ball and monthly donor dinners
- Researched prospects for corporate sponsorship; Utilized communication skills to make contact and form relationships
- Prepared solicitation materials including query letters, sponsorship packages, and supporting materials for corporate partners

Marketing & Communications Manager | Encore Tours | Boston, MA February 2017 – July 2019

- Planned and implemented all aspects of Encore's marketing strategy including internal and external communications, video production, paid advertising, social media, newsletters, website management, content creation, and copy editing
- Wrote and conceived design for all marketing materials, including video, digital ads, blog posts, and print materials
- Worked collaboratively with senior leadership to define strategic goals for the organization and develop strategies to meet goals
- Forged strategic partnerships with industry leaders and community partners to further Encore Tours' mission
- Maintained hygienic data in CRM database; Taught colleagues CRM and other software procedures and best practices
- Managed multi-year marketing and advertising budgets; Ensuring proper use of funds and measuring return on investment
- Planned and oversaw all events including logistics, material preparation, staffing, outreach, and post-event follow-up
- Devised, implemented, and analyzed integrated marketing strategies and campaigns; Measured and reported on results
- Managed marketing staff; Oversaw training, delegated tasks, maintained schedules, and monitored success

Creative Learning & NYDC Assistant | Sadler's Wells | London, England February 2016 – October 2016

- Utilized customer service skills and acted as point of contact for over 300 applicants to National Youth Dance Company (NYDC); Responded to inquiries and represented Creative Learning and NYDC to applicants, artists, press, and VIPs
- Assisted in the production of Creative Learning performances; Aided the planning and administration of NYDC Workshops
- Coordinated schedules, staffing, materials, and logistics for Home Turf, a community dance project with over 100 dancers



Volunteer and Leadership Positions

Secretary | Friends of Norris Square Park | Philadelphia, PA October 2020 – Current

The Friends of Norris Square Park / Amigos del Parque Norris Square is a recognized group of the Philadelphia Park Friends Network. The mission of the group is to clean and be stewards of our neighborhood park and to foster relationships between neighbors, local groups, and the City of Philadelphia.

- Take minutes at all meetings, including recording attendance, community resources shared, and important conversations
- Responsible for all official records and annual renewal paperwork for the Friends group
- Successfully applied for and received a grant for an outreach kit for the park in March 2021

Member & Newsletter Editor | Dignity Philadelphia | Philadelphia, PA December 2019 – Current

Dignity Philadelphia is a caring, supportive community of LGBTQ Catholics.

- Write and edit all content for the quarterly Dignity Philadelphia newsletter, communicating programs and events of the group
- Designed and created a new, modern website for Dignity Philadelphia (coming Summer 2021)

Peer Panelist Member | Philadelphia Cultural Fund | Philadelphia, PA December 2019

The Philadelphia Cultural Fund (PCF) provides funds to enhance the cultural life and vitality of the City of Philadelphia and its residents. The PCF peer panel process annually convenes over 100 volunteers representing the region's arts and culture community to assess grant applicants.

- Contributed artistic, administrative, educational, assessment, and operational perspectives in the evaluation of grant applications
- Reviewed 12 Philadelphia-based organization's grant applications and served on a panel to assess and score applicants

Community Member | Latin Quarter Cultural District Steering Committee | Jamaica Plain, MA November 2018 – July 2019

The Latin Quarter Cultural District (LQCD) Steering Committee is a collection of folks who live and work in the Jackson/Hyde Square neighborhood of Jamaica Plain who are part of the effort to form a Cultural District focusing on representing the history of the neighborhood and serving community members.

- Cultivated relationships with others living in the area; Participated in group discussions about the values and goals of the LQCD
- Took notes at meetings, ensuring that everyone's input is heard, valued, and recorded; Disseminated notes

Leadership Council Member | MassCreative | Boston, MA May 2017 – July 2019

MassCreative is the state arts advocacy organization. They work to build a more vibrant, healthy and equitable Massachusetts.

- Participated in advocacy efforts led by MassCreative, engaged patrons and artistic communities
- Contributed to the wider-community's knowledge about arts news by writing articles for the MassCreative blog
- Advised the MassCreative team about the needs of the arts and creative community to inform advocacy

Board Member | Diversity National Advisory Board, Wartburg College | Waverly, IA March 2017 – December 2018

The Diversity National Advisory Board (DNAB) is one of 12 advisory boards at Wartburg College.

- Advised the College President, faculty, and staff about matters relating to diversity, equity, and inclusion
- Cultivated relationships with college alumni and current students to understand current issues and brainstorm solutions
- Remotely attended bi-annual meetings; focused on the needs of LGBTQ students on campus

Founding Board Member | Waverly Chamber Music Series | Waverly, IA November 2016 – July 2018

The Waverly Chamber Music Series brings people together for the enjoyment of community and music by providing high-quality chamber music concerts.

- Led the composition of the necessary legal documents as well as the process to become a registered 501(c)3 nonprofit
- Assisted in the recruitment of board members; oversaw the organization's online presence
- Planned and scheduled all social media posts to advertise concerts and drive development efforts

Professional Musician Experience

Clarinet, Philadelphia Freedom Band | Philadelphia, PA October 2019 – Current

Principal Clarinet, Goldsmiths Sinfonia | London, England September 2015 – April 2016

Principal Clarinet, Wartburg Community Symphony | Waverly, Iowa September 2014 – May 2015

Principal Clarinet, Wartburg Wind Ensemble | Waverly, Iowa September 2013 – May 2015

Other experience: Denver Municipal Band, Denver, Colorado; Waterloo Municipal Band, Waterloo, Iowa; Cedar Falls Municipal Band, Cedar Falls, Iowa; All-Star Dixie Band, Clear Lake, Iowa