

# BETH BARNEY

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## ARTS PROGRAM DIRECTOR

Specializing in implementing innovative arts programs and initiatives, resource management, and strategic leadership.

### HONORS AND AWARDS

- ❖ San Francisco Agent of Change Award
- ❖ National Women's Excellence Award
- ❖ Regional Women's Innovation Award
- ❖ NEA Community Arts Award
- ❖ NEA Youth Arts Award

### CAREER HIGHLIGHTS

- ◆ Designed, funded, and launched the Get Ready for Arts initiative, a \$1.5M program designed to transform 20 low income communities into models of arts and commerce.
- ◆ Completed the \$1M Youth Arts initiative through which more than 100,000 young people learned how to make an arts-focused business plan, build an arts micro-business, and respond to customers' inquiries.
- ◆ Produced the annual Paint with Peace gala for 3 years and managed major fund-raising events raising more than \$1M.

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### KEY COMPETENCIES

- ◆ Program design, management, and evaluation
- ◆ Fund-raising and grant-writing
- ◆ Budget development and monitoring
- ◆ Team and intradepartmental leadership and collaborative decision-making
- ◆ Cross-sector outreach and partnership development
- ◆ Event design and management
- ◆ Organizational representation and leadership on key committees and boards
- ◆ Diverse community outreach and initiatives
- ◆ Media relations and public presentations
- ◆ Salesforce.com and Raiser's Edge
- ◆ Conversational Portuguese

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### PROFESSIONAL EXPERIENCE

AMERICANS FOR THE ARTS— San Francisco, CA

**Director of Community Arts**

2007 – Present

**Manager, Community Arts**

2006 – 2007

**Development Manager**

2004 – 2006

#### Development and Fund-raising

- ◆ Designed community initiatives and co-authored proposals that secured more than \$6.2M in foundation, corporate, and government grants and \$4M in donated advertising time.
- ◆ Stewarded relationships with dozens of board members, civic leaders, and philanthropic organizations, including the National Endowment for the Arts, Ford Foundation, Arts International, the Doris Duke Foundation, PG&E Corporation Foundation, and the Google Foundation.
- ◆ Oversaw an average revenue growth of 25% and expense reduction of 35% for annual fund-raising events that grossed more than \$1.2M during tenure as the Development Manager.

#### Community Leadership, Collaboration, and Public Relations

- ◆ Launched statewide TV, radio, print, and online campaigns to motivate participation in the arts, including the 2012 “Arts in Action” campaign that resulted in 51M local impressions and was adopted nationally by Americans for the Arts.
- ◆ Advised community partners through board representation, including Bay Area Arts Alliance (Former Chair), San Francisco Arts League, San Francisco Arts Advisory Board, and Lang Institute Advisory Committee.
- ◆ Served on government councils including the City and County of San Francisco Arts and Economics Taskforce and the San Francisco Youth Council, and contributed to retention efforts for San Francisco arts organizations.

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## Program Design, Administration, and Evaluation for Community Initiatives

- ◆ Developed regional strategic plans for multilingual, multimedia arts programs across 12 counties; oversaw statewide program activities that have been replicated nationally; and consulted on national projects for Americans for the Arts.
- ◆ Led teams in designing and implementing innovative initiatives, such as Get Ready for the Arts and Youth Art Works initiatives, that have contributed to an increase in Bay Area community art participation levels of 20% and empowered more than 1M young people with the skills needed to run their own arts small business.
- ◆ Hosted the first statewide Youth Art Works conference in San Francisco in 2013, which will be replicated in Washington, DC, and created a statewide network of arts organizations to advance a regional arts agenda.
- ◆ Managed annual community survey that measured success and impact of all programs and initiatives.

## Supervisory

- ◆ Oversaw a team of 10 full-time staff, 10 consultants, and more than 200 volunteers responsible for implementing programs for an average of 150,000 Bay Area residents annually through partnerships with local business, community, and government.
- ◆ Staffed senior leadership committees including the Night for Arts Gala Committee and the Women's Leadership Council.

INITIATIVE FOR YOUTH ART – San Francisco, CA

### Program Manager

2002 – 2004

- ◆ Granted the first annual Initiative for Youth Art Innovator Award.
- ◆ Oversaw 30 successful arts programs for youth from low-income communities.
- ◆ Averaged 25% program growth by establishing and maintaining new partnerships with community leaders, educators, principals, and school district administrators.
- ◆ Hosted arts incubators and arts competitions in partnership with universities and corporations.
- ◆ Designed and implemented career development seminars and guidance services for youth to enhance their knowledge, experiential skills, and goal setting for their careers.
- ◆ Administered local alumni services with an emphasis on networking and skill-building activities.

VIVA ARTS – Salvador, Brazil

### Arts Educator

2000 – 2002

- ◆ Designed and facilitated a series of workshops for low-income youth on entrepreneurship, art, self-esteem, and education.
- ◆ Organized, funded, and led 7 workshops focused on creativity and arts in the classroom, and wrote the accompanying 25-page guide in Portuguese.
- ◆ Conducted 4 retreats to train staff and volunteers in arts and entrepreneurship.
- ◆ Launched the Arts and Entrepreneurship Campaign and became its first board member.

ARTS AND ELEMENTS, INC. – Washington, DC

### Founding Board Member

1997 – 2000

- ◆ Co-created the Youth Arts Experience program for youth from low-income areas in Washington, DC.
- ◆ Coordinated fund-raising events and developed fundraising strategies and partnerships.
- ◆ Taught painting and creative writing to Eritrean youth.

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## EDUCATION AND PROFESSIONAL DEVELOPMENT

GEORGETOWN UNIVERSITY – Washington, DC

Bachelor's Degree in Art History, Minor in Business

Dean's List

*Self-financed college education through scholarships, financial aid, and part-time employment*