

Leslie Davis



Accomplished Development Executive and Marketing Specialist

Summary of Qualifications

Offering more than twenty years successful development and project management expertise in the areas of fundraising, media production and events combined with sound fiscal experience. Highly successful in designing and implementing creative media campaigns and marketing strategies for clients, donors and high profile broadcasting events.

Areas of Expertise

Media Relations	Crisis Management	Market Launch
Corporate Presentations	Annual Reports	Web casts
Media Training	Strategic Partnerships	Social Media
Negotiating Contracts	Internal Communication	Logistics
Corporate Sponsorships	Onsite Evaluation	Print media Design
E-Marketing Press Releases	Booking Talents	Supervision of Staff

Career Achievements

Raised over \$4.5 Million for ValleyPBS Fresno/Bakersfield

ValleyPBS Station Development revenue leader since 2004

Station revenue leader for events, donor cultivation and community partnerships

2004 National Award of Achievement from the PBS Development Conference

2006 Won the National Auction Award from PBS

Appointed in July 2006 to the National PBS Auction Advisory Council

Professional Experience

KVPT ValleyPBS Channel 18 (PBS)- Fresno CA

Jan 04-Present

Auction Manager and Community Partnership and Corporate Development

Responsible for three annual online auctions. This is a major fundraiser for public television raising 22% of a \$4.5 million annual budget. On-line bidding auctions surpassed projected revenue goals by using creative media and social marketing plans. Developed and implemented innovative fundraising for live pledge shows, wrote and produced creative spots and promotional campaigns for on-air and online.

Team leader in corporate partnerships, funding all station events, and creating new sustainable revenue streams including underwriting opportunities, training and mentoring new employees and cultivating Local, State, Regional and National Donors that generate renewed and new revenue for the station.

Tower Theatre of Performing Arts- Fresno CA

December 1999-Aug 2003

CEO/Artistic Director Tower Theatre Productions Current member of the board

Responsible for all aspects of theatre productions, managed staff, budget development, revenue evaluation, projections, drafting proposals, negotiating contracts, working with grant writers and booking talent.

Developed marketing strategies and supervised work teams for technical operations and event staffing. Recorded and produced all concert and event spots for radio and television advertising, including: all press releases for print media, designed season brochures, and specific target marketing program design.

Continually developed personal and professional networks of nationally recognized artists and management companies, sponsorships and partnerships. During my tenure I was instrumental in turning a for-profit historic theatre into a non-profit performing arts space.

Leslie Davis Productions

1993-current

Produced over one hundred concerts in Central California with renown performers such as George Benson, Al Jarreau, Boz Scaggs and currently Chris Mann from NBC's the Voice on June 29, 2013 at the historic Tower Theatre in Fresno.

KJEO Channel 47 (CBS)- Fresno CA

Dec 1997-Dec 1999

Account Executive

Led and developed new business accounts, creating successful station promotional opportunities that generated non-traditional revenue streams for the company. Successfully managed existing accounts meeting and surpassing projected goals

JSA Broadcasting-KJWL 99.3FM Fresno, CA 93721

May 1997-Dec 1997

Promotions Director

Coordinated high visibility station promotions such as the *Mayor's Costume Ball for the Arts*, free *Rising Star Concerts*, produced a holiday CD Sampler for Big Brothers and Sisters, and produced "Back to 1947" which included a full orchestra with a big band dance with two dance floors featuring Jack Jones in the Air National Guard Airplane hangar- a co-production for KJWL & KJEO.

Americom Broadcasting KEZL 96.7FM Fresno

September 91-May 97

On-Air Personality/Promotions Director

Consistently ranked among the top 5 on-air personalities in the market. Produced on-air interviews with a multitude of recording artists and dignitaries. Developed specialty music formats for weekly and evening programs. Created and coordinated annual road trips to Catalina Island and Cancun Jazz Festivals. Creator and Producer of *Riverbend Jazz Festival*, *Storyland & Jazz* and the *Chinatown Jazz Festival* raising the station profile in support of community development and public awareness.

Community Service

Fresno Metropolitan Rotary Club awarded an "Honorary Rotarian" as the creator and coordinator of *Storyland & Jazz*, an annual fundraiser now in its 20th year. All About Care- a non-profit agency aimed to educate and support people infected with HIV/AIDS. WOW "Winners on Wheels" a non-profit organization for youngsters in wheel chairs. Assisted in production of major fundraisers, including an outdoor festival with 60's icons The Monkees. Committee member for Chinatown Revitalization Inc., Fresno Art Museum, Fresno Arts Council. Nominated in 2000 for "Top Ten Business Woman of the Year".

References Available Upon Request