

EDUCATION

PROFESSIONAL PROFILE

SKILLS

M.A. Business Design &
Art Leadership,
Savannah College of Art & Design
June 2016 - 4.0gpa

B.A. Cultural Anthropology & English,
Transylvania University
Lexington, Kentucky
May 2006 - cum laude

Certified Associate in
Project Management (CAPM)
Project Management Institute
June 2016

- Extensive experience in arts administration, grant proposal development, & copy writing.
- Superior interpersonal communication skills and ability to effectively and authentically build & maintain relationships.
- Strategic, long-range thinker and intuitive problem solver.
- Superior writing & editing ability.
- Proven ability to work effectively against aggressive deadlines without sacrificing quality.
- Meticulous attention to detail & exemplary time management. in dynamic environments.

SalesForce ★★★★★
Tessitura ★★★★★
Mac ★★★★★
Windows ★★★★★
iWork ★★★★★
Office ★★★★★
Creative Cloud ★★★★★

Valid KY Driver's License &
US Passport
(Expires Sept. 2018)

LEE ERIK EACHUS

205 Fine Arts Building — Lexington, KY 40452 — 859.257.9616 — lee.eachus@uky.edu

DEVELOPMENT DIRECTOR

Lexington Art League
Lexington, Kentucky
NOVEMBER 2015-Present

- Reinvigorated current membership program to offer diversified incentive and reinforce LAL's core donor base, including developing and managing the creation of a new LAL membership brand.
- Increased LAL's total annual fund by 11.8% in 7 months through reintroduced strategic direct mail solicitations, including new donor acquisition, micro giving, and end of year gifts.
- Project managed marketing campaigns of all exhibition collateral & print advertising; created & distributed press releases for MD Update and Lexington Herald Leader, Public Service Announcements for WEKU & WUKY, and served as public relations representative for all external events and television promotion.
- Created stream-lined corporate sponsor packages for organizational & programmatic support, exceeding fiscal year goal by 4.8% & increasing funding stream by 25%.

ADMINISTRATIVE DIRECTOR

Bluegrass Youth Ballet
Lexington, Kentucky
MAY 2015 - Present

- Developed a sponsorship package for BYB's Premier Partner - White, Greer & Maggard Orthodontics - that included an approved ask of \$30,000, doubling WGMO's previous year contribution.
- Researched prospective foundation, government, & corporate giving opportunities for a clearly articulated one-year grant cycle calendar, implementing a new, strategic long-range development plan & a pipeline of 13 new potential funders.
- Developed a comprehensive sponsorship kit designed to increase corporate giving during fiscal year 2016 by 10%.
- Implemented articulated budgets for school, outreach, and performance programming to reduce marketing and development expenses though resourcefully increasing their function through social media and other crowdfunding platforms.

COORDINATOR, GRANTS & CORPORATE RELATIONSHIPS

Miami City Ballet
Miami Beach, Florida
JUNE 2014 - JUNE 2015

- Spearheaded the most successful 'Give Miami Day' campaign at MCB, tripling total contribution from the previous year (grossing \$11,000 in micro-giving during the 24-hour period).
- Researched and lead the development of MCB's inaugural proposal with The Rockefeller Foundation (\$200,000); served as lead writer for MCB's inaugural application with Ford Foundation (\$500,000).
- Collaborated closely with Special Events Manager in executing all cultivation & stewardship events across all giving levels & tiers, including MCB's most successful Gala - netting more than \$2 million.
- Responsible for writing, editing, & compliance assurance for all foundation, government, and corporate proposals & awards; a robust, diverse portfolio of more than \$2 million.
- Developed content & copy for all direct mail campaigns, acknowledgment letters, and 'Friends of MCB' (giving below \$1,200) and 'Artist's Circle' (giving above \$3,000) evergreen brochures.

COMPANY PERFORMANCE MANAGER

Princess Cruises Entertainment

Santa Clarita, California
AUGUST 2010 - JUNE 2014

- Collaborated with Customer Service Director in forward facing client satisfaction programs - including 'We Innovate Service Suggestion' & CRUISE Core Values - to improve Onboard Evaluation Scores by 3%, ranking 1st in Princess fleet for customer satisfaction during 2013 Alaskan season.
- Coordinated bi-weekly entertainment calendar across four fleet ships and managed daily schedule of 15 professional singers & dancers, including production rehearsals and maritime law trainings.
- Served as cast liaison to passengers, clients, and shipboard & shore-side executives.
- In conjunction with Senior Production Manager and Dance Project Coordinator, successfully delivering four new production shows in 10 days, including Stephen Schwartz's Princess Cruises exclusive, *Magic To Do*.

DEVELOPMENT CONSULTATION

American Ballet Theatre
New York, New York

Lexington Ballet Company
Lexington, Kentucky

Lexington Art League
Lexington, Kentucky

MARKETING CONSULTATION

Sawnee Association of the Arts
Cumming, Georgia

iDENTITY Dental Studio
Lexington, Kentucky

Rustic Roots on Second
Pikeville, Kentucky

STRATEGIC PLANNING CONSULTATION

Lexington Art League
Lexington, KY

Lexington Ballet Company
Lexington, Kentucky

movement continuum
Lexington, Kentucky

COMMUNITY ENGAGEMENT

Office of the Mayor's International Advisory Committee,
Civic & Community Engagement Subcommittee
Art & Culture Subcommittee

Transylvania University LGBT Alumni Network,
Charter member

Lexington Ballet Company Board of Directors,
Marketing & Development Advisory Board Chair

Leadership Lexington,
Class of 2016-2017