

Dave Webb

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CAREER SUMMARY

Strong strategic sense, excellent creative abilities, exceptional results. Initiated two successful marketing departments (business-to-consumer) in two disparate industries. Proven excellence in branding, media relations, online communications, partnership building, problem solving, strategy, public speaking and organizational development.

CAPABILITIES

MARKETING

- Developed the name, the brand, the overall marketing strategy, the website and all award-winning marketing materials for the opening of a \$50 million performing arts center, Three Stages at Folsom Lake College.
- Won 32 awards for advertising and marketing, including two national awards. Proven results as both marketing director of a full-service five-person department, and as a one-person operation.
- Oversaw media relations for complex arts organization at UC Davis Presents (now Mondavi Center for the arts), resulting in 135 articles/newscasts annually.
- Spokesperson to TV, radio and press—nationally and locally—in both the natural foods and arts presenting fields.
- Developed websites for wide range of clients (foundations, industry trade groups, arts organizations).
Developed original e-mail strategy for Mondavi Center that is still in use.
- Oversaw high-volume, high quality communications shop. Wrote and executed over 450 marketing plans, while retaining a keen eye for marketing opportunities as they arose.
- Addressed over 400 arts groups on the West Coast as an expert speaker, panelist and consultant.

STRATEGY

- Developed--from the ground floor up-- the successful marketing strategies to open Three Stages at Folsom Lake College, resulting in sales at 90% of capacity for the first full season of performing arts.
- Adept at identifying patterns, generating ideas and developing innovative solutions to marketing and organizational problems, to excellent results.
- Initiated numerous innovative programs at UC Davis, fusing visiting artists, campus faculty, artistic themes and literary works in public discussions that were broadcast nationally.
- As a Fellow in the California Arts Council Arts Marketing Institute, produced a multi-media 70-pg workbook on audience development/marketing for the Wallace Foundation-Reader's Digest funded effort.
- Utilized community conversations and outreach to develop long-term marketing strategies to diverse ethnic populations, specific arts constituencies, and audiences new to the arts.
- Consulted with numerous arts groups, facilitating their evolution to their next level administratively, organizationally and financially.

CREATIVE

- Award-winning creative director, termed "an idea machine" by co-workers, supervisors and others.
- Sustainability columnist and creator of cover copy and headlines for dozens of Sacramento News & Review (300,000 readers weekly) publications.
- Working currently as an iPhone artist (two photographs included in *New York Times* blog, *Lens*; SATURATE YOLO exhibit, January, 2013 received extensive media attention, including profiles on all three TV networks and NPR affiliate; SATURATE SACRAMENTO exhibit, funded partially by Sacramento Metropolitan Arts Commission, to open 5/13. www.davewebbcreative.com).

PARTNERSHIPS

- Developed dozens of significant media partnerships in the Sacramento region, including a six-figure deal with local NBC affiliate.
- Built numerous long-term and short-term partnerships with regional arts and community groups.

DECISIONMAKING

- Selected distinguished speakers for Distinguished Speakers Series at UC Davis for 11 seasons. Utilized shrewd assessment of societal issues, local markets and speaker abilities. Negotiated contracts, oversaw details. No one has done similar work as long or as broadly in the Sacramento market. Speakers included President Bill Clinton, Toni Morrison, Jane Goodall, Ken Burns, John Cleese, Stephen Hawking, Terry Gross, and many, many more.
- Managed resource allocation, budgeting, hiring and firing for eight years at UC Davis Presents. Co-managed and handled entire arts and lecture programming for the department in 1999-00.
- Served as president of THE Forum, an international consortium of lecture presenters

PAST EXPERIENCE

- Founder and Principal, **David Marketing**. 2001-Present. (See website for client list)
Provided a variety of marketing and strategic consulting services to public, non-profit and private clients.
- **Consultant, Three Stages at Folsom Lake College**. Oversaw all marketing efforts for opening and sustaining a performing arts venue.
- **Director of Campus Engagement**, Mondavi Center for the Performing Arts, UC Davis, 2001-2009.
Programmed lectures, artists, panel discussions and a book club.
- **Marketing Director**, UC Davis Presents (now Mondavi Center), 1993 – 2001
375,000 tickets sold, \$7.5 million in revenue generated over 450 events. 101% of career sales goal achieved.
- **Marketing Director**, Davis Food Co-op, 1985-93.
A pioneer of green marketing, growing a community store from \$1.9 to \$6.9 million over a four year period. The Co-op is currently on track to reach \$27 million in sales annually.
- **President**, THE Forum, 2008-09: an international consortium of lecture presenters
- **Fellow**, California Arts Council, Arts Marketing Institute 2002-05
- **Board Member**, California Presenters, Davis Food Co-op, THE Forum, Davis Civic Arts Commission
- Featured **speaker**, Western Arts Alliance, seven times

EDUCATION

- Stanford Continuing Education in Online Advertising, a 9-week seminar (2009)
- Attended iPhoneography seminar, Macworld, 2013
- Bachelor of Arts, UC Davis, Political Science
- Various seminars in HTML, Dreamweaver; Social Marketing
- Writing conferences: Tomales Bay Workshop, Stanford University, Arizona State University, and others.