

# LEAH M. THOMAS, M.F.A.

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Energetic collaborator with 15 years of experience mastering non-profit and corporate B2B and B2C roles. Adept in creative project and time management, tracking ROI, engagement with teammates and clients, and maintaining professional composure in high-pressure environments.

## PROFESSIONAL EXPERIENCE

University of Kentucky Lexington, Kentucky (Sep. 2024 – Present)

**STRATEGIC COMMUNICATIONS MANAGER/OUTREACH COORDINATOR** (*Martin School of Public Policy & Administration*)

- Developing best practices and standards for Martin School consistency of strategy, design, production, and branding standards for external relations.
- Supervising marketing and brand of college using creative tools: Adobe Creative Suite (InDesign, Express, Photoshop), Drupal (website management), Asana, Monday.com, Teams, Microsoft Suite, Qualtrics, SharePoint, Onedrive, Jotform, Sprout social suite, and google suite.
- Managing social media channels (Facebook, Instagram Accounts, LinkedIn, X, and YouTube) to centralize strategy for impressions.
- Managing and updating database of alumni records.
- Spearheading fundraising initiatives and alumni engagement via mailings, email campaigns, and events.
- Recruiting business development partners and sponsors through alumni communications to grow the college footprint.
- Producing and coordinating Martin School annual events for donors and the community.

Mazunte Lexington, LLC (La Brasa) Lexington, Kentucky (Dec. 2023- Jun. 2024)

**DIRECTOR OF SALES & EVENT MARKETING**

- Sole manager of 3 newly constructed indoor and outdoor event spaces: Grand Hall: 7500 sq. ft.; Fountain Hall: 1900 sq. ft.; Outdoor Patio: 900 sq. ft.
- Booked over 60K in new revenue through vision painting with clients during construction of the space.
- Supervised negotiations for all rental and catering contracts with clients.
- Produced Grand Opening event, generating 350 new contacts and 150 attendees.
- Published press releases and scheduled corporate ribbon cutting event.
- Developed and executed marketing plan (email and socials) for grand opening and future bookings.
- Used tech programs to include Squarespace, EventBrite, The Knot, Wedding Wire, AllSeated/Prismm
- Designed Website design to improve B2C user flows using Squarespace and Google.
- Hired and supervised event support staff.
- Consolidated all information and resources to assist company being acquired by new mgmt.

Orlando Regional Realtor Association, Orlando, Florida (Mar. 2021- Oct. 2023)

**DIRECTOR OF EVENT MARKETING, SALES, & ENGAGEMENT**

- Maintained high level of customer service and communication for 22,000 members of ORRA.
- Accountable for annual budget of 1.5 – 3 million dollars for annual events.
- Produced, sourced venues, created themes and marketing plans for all annual signature events to include Annual Installations, Awards Ceremonies, Fundraising Auctions, Conferences & Tradeshows, Educational Cruises, Holiday Parties, Environmental Cleanups, and International Tradeshows.
- Mastered engagement software (*i.e.*, Eventsquid, CVENT, Survey Monkey, Sign Up Genius, JotForm, Monday.com, Award Force, Google Suite, Sharepoint, RAMCO, ProTech, Planful, Nexonia.)
- Presented KPI reports monthly to C-level leaders and annual reports to members.
- Supervised < 50 workers for each event including vendors, volunteers, marketing team, and hired staff.

- Sourced and contracted all venues, vendors (photographers, performers, decorations), merchandise suppliers and catering.
- Collaborated with Business Development for sponsorship management of each event to include suites, branding/logo placement, special remarks and signage.

Dayton Live, Dayton, Ohio (Jul. 2018 – Oct. 2020)

#### **DIRECTOR OF EDUCATION & COMMUNITY ENGAGEMENT**

- Partnered with VP of Education to create regional Miami Valley High School Theater Awards Program.
- Led team of Coordinators and interns in program development, fiscal expansion, and KPI tracking, reaching 32,000 students annually through education and events.
- Created, recruited for, and facilitated inaugural pilot sessions for students ages 8 – 18, leading up to the Dayton Live Creative Academy.
  - Resulted in \$14K new profit through covered-cost programming design.
- Trained and supervised adult ushers in “sensory-friendly” protocol and precautions.
- Secured grants for educational supplies and programming totaling up to 100K.
- Managed and marketed four venues with educational and community programming.
  - Spearheaded site-specific experience tours of the spaces.
  - Tracked all program KPIs to provide business intelligence and growth mindset for long-term planning.
- Traveled and led professional development workshops on best practices for Sensory Friendly performances for the Broadway League of New York, University of Dayton, and Muse Machine.
- Redefined social engagement during COVID-19 by producing, marketing, and selling the first virtual awards showcase.

University of Central Florida, Orlando, Florida (Aug. 2015- May 2018)

**INSTRUCTOR OF RECORD/GRAD ASSOCIATE:** Facilitated six undergraduate courses with 220 students and mixed mode learning; piloted sensory friendly programming with Orlando Family Theatre and UCF CARD group; served on graduate council for the College of Arts and Humanities.

Greene Finney Cauley, LLP, Mauldin, South Carolina (Jan. 2013 – July 2015)

**OFFICE MANAGER:** processed weekly payroll and final audit reports; planned and coordinated company events; worked with Partners to conduct RFP research and business license maintenance.

CP Kelco US Inc., Okmulgee, Oklahoma (2010-2013)

**ENGINEERING PROJECTS COORDINATOR:** tracked capital expenditure project timelines and progress; created global marketing campaigns for local plant; coordinated international travel, training, and meetings.

#### **EDUCATION:**

Experienced Leadership Academy ‘24

Project Management Essentials ‘23

Master of Fine Arts (MFA): Theatre ‘18

Graduate Certificate: Autism Spectrum Disorders ‘17

Bachelor of Arts (BA): Performance

University of Kentucky, Lexington, KY

Purdue University Online

University of Central Florida, Orlando, FL

University of Central Florida, Orlando, FL

North Greenville University, Tigerville, SC

#### **LEADERSHIP THROUGH SERVICE:**

Black Yarn Inc. Advisory Committee ‘25

Junior League of Lexington ‘25

Pink Umbrella Theater Co. Satellite Program (Lexington, KY) ‘24

Maitland Area Chamber of Commerce Board Member ‘22- 23

UCF Young Alumni Council Member ‘21- ‘23

Montgomery Co. Board of Dev. Disabilities ‘19- 20

AATE National Board Member ‘17- 19