

## OBJECTIVE

*To use my creative, strategic planning, philanthropic and organizational skills to support the growth and development of arts and culture and community-based programs.*

## QUALIFICATIONS

- Grant writing and fundraising expertise; raised over \$3,000,000 in grants and corporate support for a variety of arts, culture and community-based organizations
- Extensive conference planning and event coordination experience including the National Medical Association, San Francisco; KidzArts Festival, San Diego; International Village Celebration, (City Heights) San Diego; National Association of Urban Bankers; National Urban League Youth Conference; San Diego Urban League Equal Opportunity Award Dinner; Celebration of Arts and Culture at the Jacobs Center for Neighborhood Innovation, San Diego; Sun and Sea Festival, Imperial Beach; African American Women's Conference, San Diego; Don't Be a Bully Campaign, San Diego; Multi-Cultural Convention Services Network - CBCI Conference, San Diego
- Political Campaign Manager for:
  - San Diego Supervisor Leon Williams
  - Oceanside Councilmember Terry Johnson
  - Imperial Beach Councilmember Ed Spriggs
- Public speaking experience includes serving as mistress of ceremonies, talk show host, United Way agency representative, as well as guest panelist, keynote speaker and moderator for public forums, and host for pre- and post-performance discussions
- Excellent organizational, written, communication, program development and management skills
- Computer literate on IBM PC and Mac platforms, in Microsoft Word systems, PowerPoint, and Excel spreadsheets

## PROFESSIONAL EXPERIENCE

### **President, Leah Goodwin Creations, San Diego, CA**

Consulting services with a unique, creative approach:

- **Special Event Projects:** Begin by building a case for each project, determine the environment, the goals, objectives and outcomes. Provide opportunities for friend-raising along with fundraising for galas, donor campaigns and social marketing.
- **Arts & Culture Projects:** Operate with the belief that the arts are a universal tool for healing as an approach to: public arts management, visual and performing arts programs and performances, resource development and consulting, arts in education, and arts in hospitals programs. This work encompasses festivals, art exhibits and community-based public art projects.
- **Marketing and Grant Writing:** Develop and create a variety of print and marketing materials, campaigns, brochures, e-blasts, and annual reports. Effective grant writer raising over 3 million dollars for the arts and community programs.

**January 2003 - present**

## **PROFESSIONAL EXPERIENCE (continued)**

### **Director of Visual and Performing Arts, Jacobs Center for Neighborhood Innovation (JCNI), San Diego, CA**

Responsible for the following:

- Evaluate programs and build a long term strategic plan for the Art and Culture Initiative for a large inner city community center
- Develop a new series of visual and performing art programs, partnerships and educational elements
- Create performing arts elements including artists' selection, civic engagement opportunities, ticketing, marketing and technical support
- Create and provide systems management support for sponsorship opportunities for the arts programs
- Solidify partnerships with art and culture groups to build sustainability

**July 2013 - February 2014**

### **Director of Art Programs and Fundraising Strategies, Aesthetics Inc., San Diego, CA**

Responsible for the following:

- Provide leadership, marketing, contracting and oversight for \$1,200,000 worth of art and fundraising programs for healthcare organizations
- Create Art Advisory Boards, educate them on the role of arts in healthcare, and develop art mission and programmatic goals
- Develop art programs, review site with client, identify and secure samples from local artists, make selections and recommendations to client directors and boards, contract with artists, supervise framing and installation of art pieces according to client institution's construction or remodel schedule
- Create visual and performing art partnerships, residencies and exhibits with other art institutions
- Develop fundraising strategies, provide systems management support for foundation directors in creating sponsorship opportunities for the arts programs
- Supervise project managers, production artists, graphic designers and visual artists
- Promote organization at trade shows and present case studies at conferences
- Create annual budget projections and status reports
- Develop baseline evaluations for programs to develop strategies and measure success

**April 2003 - July 2013**

### **President and Chief Operating Officer, VSA Arts of California, Santa Ana, CA**

Responsible for the following:

- Provide leadership for the promotion of art activities for people with disabilities in California
- Created ArtShift, model art in hospital programs in seven hospitals for youth with long term disabilities
- Organizing, activating and managing fiscal and programmatic functions of the statewide affiliate
- Manage grant-reporting activities and assume primary responsibility for all fundraising including initiating contact with corporate fund providers, writing proposals, and soliciting support from government and private sources
- Responsible for maintaining quality assurance and implementing program policies, insurance and contracts
- Establish partnerships and collaborative programs throughout the state with public and private agencies
- Support and assist Board of Directors; supervise program staff and volunteers

**February 2002 - April 2003**

## PROFESSIONAL EXPERIENCE (continued)

### Education Director, Museum of Children's Art (MOCHA), Oakland, CA

Responsible for the following:

- Management of the Discover Art/Discover Learning visual arts curriculum
- Expansion and implementation of the artist in residency programs
- Maintenance and development of school and community partnerships
- Negotiation of contracts and proposals for schools and exhibitions
- Supervision of a staff of thirteen (13) professional artists in classroom environments
- Provide employee evaluations and feedback for artists

September 2000 - February 2002

### Director of Education and Access, California Center for the Arts, Escondido, CA

Responsible for the following:

- Creation, implementation, and management of the \$750,000 education department programs
- Development and maintenance of school and community collaborations as well as educational and cultural partnerships
- Supervision of a staff of fifteen, college interns, docents and volunteers
- Co-creator and implementor of SUAVE (Socios Unidos Para Artes, Via Educacion/Communities United for Education), a statewide model art education program
- Developed grant proposals and corporate partnerships that resulted in raising over \$400,000 annually

July 1994 - September 2000

## EDUCATION

Fulbright Scholarship to India, The Role of Puppetry in Education

Merritt College, Oakland: Sociology, Journalism, and Creative Writing, 1980

San Diego City College: Accounting, and Computer Information Systems, 1986

Pacific Bell's Fundraising Skills Training Seminar: Certificate of Completion, 1989

## PUBLICATIONS - Original Works

- *Pain, Passion, Poetry*, co-authored with Leroy Brady, 2009
- *Teaching English Language Learners Through the Arts - A SUAVE Experience*
  - o by Merryl Goldberg; Chapter Contribution "Loving the Logistics," 2001
- *From the Soul of a Poet*, a collection of poetry, co-authored with Leroy Brady, 1995
- *The Jazzspel Journal* - Poetry Corner, Fall 1998
- *Collectively Creatin'* - Words and Images from African American Writers & Artists, 1997

## AWARDS & RECOGNITION

- February to March 2014; Featured as an "Art and Culture Leader" in the Women's History Museum of California's exhibit; Beautiful, Brilliant and Brave: A Celebration of Black Women
- Aesthetics Inc., 2010, Outstanding Performance Award
- Bob Marley Peace Award
- Faith Nightingale Award For Community Service
- San Diego Kuumba Fest, Founders Award
- Special Commendation, Mayor of San Diego for Coordination of Holiday Shelter for the Homeless