

# DAVID J. COOK

## **OBJECTIVE**

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Seeking corporate management position with significant professional and personal growth opportunities that leverages my more than 20 years of experience in event planning and fundraising.

## **CAREER HIGHLIGHTS**

- Event planning with a proven track record in managing more than 50 large scale events, including 7-day events attracting more than 170,000 attendees and integrating more than 400 event volunteers
- Adept at building strong community partnerships and leveraging relationships with key civil and national leaders; managed events resulting more than \$2,600,000 in community donations
- Savvy business developer, with experience in developing and implementing new revenue streams resulting in more than \$250,000 in additional income
- Successfully managed more than 60 corporate accounts
- Strong team leader, flexible and personable, with a penchant for detail and a passionate drive for success

## **PROFESSIONAL EXPERIENCE**

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### **Dave Cook Events Inc., Miami Beach** **President**

**October 2019**

- Called to assume leadership of SAVE's annual Halloween fundraiser to turn around a struggling event
- Event manager (front door operations, volunteer coordination, security oversight, entertainment liaison, bar management) for Thanksgiving weekend pool party with 250 attendees.
- Set-up and logistics leadership (stage, sound, lighting, VIP lounge set up, transportation) of a 400+ Thanksgiving pool party
- Floor manager for Wynwood Arts 29 Museum's Grand Opening
- Stage Director for Camillus House Hope for All Gala (800+ attendance) benefiting local Miami homeless population
- Production Assistant for South Beach Jazz Festival
- Gay8 (Little Havana) VIP Lounge Producer (400+ attendance)
- Camillus House Homeless Graduation Producer
- Co-Producer for Winter Party Festival, including on-site management of all logistics

### **Miami Beach Gay Pride Inc., Miami Beach** **Executive Director**

**August 2015 - October 2019**

- Turned around a cash-strapped and unprofitable organization by generating more than \$300,000 in net income since assuming leadership
- Grew topline revenue by 73% in 4 years, from \$637,000 to more than \$1,100,000, exceeding budget goals every year
- Nearly tripled net income from \$83,000 to \$240,000 during the same span, having inherited an organization that lost money (-\$49,000 in prior year)
- Expanded number of revenue-generating sponsors from 25 in 2015 to over 50 in 2019, working with both large national accounts and important local accounts
- Introduced new revenue categories and product each year, including telecommunicating sponsor, first aid sponsor, automobile sponsor, VIP gala sponsor, VIP lounge sponsor, volunteer sponsor, firework sponsor, pride guide sponsor, pride pageant sponsor, food court sponsor, youth activation sponsor, seniors lounge sponsor, tea tent sponsor, airline sponsor and legacy couples sponsor
- Secured public funding from federal, state, and local grants while hiring and managing outsourced grant writing process
- Recruited, managed and supervised a paid staff and committee consisting of more than 20 individuals
- Responsible for operations including set-up and execution of 3 mainstages, pride parade, 100 expo vendors, and artist/entertainment contracts
- Worked successfully with a diverse, 15-member Board of Directors

- Led event management and promotion, marketing, fundraising, volunteer coordination, logistics, and community partnership activities
- Solicited and managed more than 30 corporate accounts for National and local partnerships. Accounts grew from \$32,000 to \$117,000 during my tenure
- Created and executed strategy for marketing events, including galas, 800-seat dinners, custom sponsorships, vendor areas, 600-item silent auction and guide, and journal ad sales
- Developed and launched innovative sponsorship categories that resulted in new income streams that generated more than 10% in additional revenue
- Served as official spokesperson to promote the festival at a variety of local and national media outlets, civic receptions, and Miami Beach City Hall
- Supervised the talent acquisition process for dance events and nightclub venues as well as fashion events and runway fashion shows

**US Airways Inc. Philadelphia, PA  
Flight Attendant**

**1987 - 2004**

- Certified US Government safety and service professional
- Led crews of up to ten highly skilled flight attendants ensuring the safety and comfort for thousands of passengers on a weekly basis

**FREELANCE/CONSULTING**

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**Miami-Dade Gay and Lesbian Chamber of Commerce, Miami Beach, FL**

**April 2014 - July 2018**

- Co-Chaired Silent Auction for MDGLCC's annual Gala attracting over 500 attendees
- Oversaw aspects of logistical coordination and production for silent auction set-up and event management
- Solicited and secured almost 300 silent auction items

**Miami Beach Gay Pride. Inc. Miami Beach, FL  
Volunteer Coordinator**

**January 2013 - April 2014**

- Created and executed volunteer recruitment program for 400 volunteer shifts over a 4-day event
- Designed and executed volunteer application and confirmation process
- Managed more than 300 volunteers

**EDUCATION**

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**Triangle Institute of Technology, Erie, PA**  
Associate Degree, Architectural Drafting

**1983**

**General McLean High School, Edinboro, PA**

**1981**

**INTERESTS**

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Community service, physical fitness, international travel, classic movies, music, professional and recreational sports, marine life and biology.