

EVA SILVERSTEIN



inspired leader
brand refresher
creative director
seasoned fundraising professional
marketing and public relations communicator

making people feel good and brands look good
delivering exceptional and unexpected experiences

CAREER SYNOPSIS

Born and raised in Brooklyn, NY, Eva Silverstein has spent the past 19 years working in the performing arts and non-profit industry. She began her career as a performer and entrepreneur, launching her own dance company and non-profit foundation in New York in 1998. After more than a decade of performance and outreach work on the national and global stage, she transitioned to focus on the administrative and business side of the performing arts. Since 2008, she has held leadership roles in major performing arts organizations in the development, marketing, and public relations arenas. Her entire career has been structured by an unwavering belief in the power of the arts to inspire young lives and a passionate commitment to social justice. With a distinctly creative and energetic approach and a diverse portfolio of professional experiences, Eva has become known for her ability to refresh and re-position a brand for new heights of financial success and meaningful community engagement.

PROFESSIONAL PROFILE

(June 2014-present)

DIRECTOR OF DEVELOPMENT, Miami City Ballet

- Set fundraising records for Miami City Ballet: Securing \$22 Million in contributed revenue during her tenure at the helm of the fundraising team; eliminating more than \$3 Million of debt; exceeding budgeted fundraising goals by more than \$2 Million.
- Produced and executed the most successful Gala in Miami in 2016, celebrating MCB's 30th Anniversary Season, and raising \$3.6 Million.
- During MCB's 30th Anniversary Season, planned and executed 117 special events; created and led a patron tour to New York for the Company's Lincoln Center debut; launched a Corporate Partners program to engage high-end corporate leaders; conceptualized and managed a 30th Anniversary brand refresh campaign, successfully engaging a new and greatly expanded philanthropic circle of donors and community partners.
- Successfully launched and executed a financial stability campaign to permanently stabilize fiscal health and eliminate debt, resulting in \$6.5 Million in new gifts secured between December 2014 and April 2015.
- Secured major funding from national foundations including the John S. and James L. Knight Foundation; Ford Foundation; Rockefeller Foundation; and National Endowment for the Arts.
- Developed and launched two significant outreach programs: Ballet Bus, presented in partnership with Superintendent Alberto Carvalho and Miami-Dade County Public Schools, and Ballet Beyond Borders, a creative partnership with Brazilian Ambassador Helio Vitor Ramos – both designed to support diversity in classical ballet, creating transformational, high impact experiences for underserved young people from around the corner and around the globe.
- Planned and executed annual 2015 Gala, grossing more than \$1 Million.
- Launched a new and wildly popular annual kids gala, Nutcracker Magic.
- Reorganized the entire organization's financial reporting and donor record management system.
- Developed a structured major gifts fundraising campaign; a new membership campaign; and an enhanced schedule of special events and donor touch points throughout the season.
- Expanded and reorganized Development Department staff.

(2013-2014)

DIRECTOR OF ADVANCEMENT, CAMPAIGN DEVELOPMENT & PARTNERSHIPS, Adrienne Arsht Center

- Created a comprehensive fundraising campaign for the Arsht Center's 10th Anniversary including multi-million dollar goals within Annual Operating Support, Arts Education, and Endowment Funds.
- Developed extensive campaign materials, both online and high-end print pieces.
- Served as lead fundraiser on all communications with major donors, Board Members, and philanthropists.
- Successfully re-launched the Green Room Society, the Arsht Center's young professionals society.
- Supervised the re-launch of the Culturist Membership campaign with more than 1,500 members and annual events.
- Collaborated closely with CEO, Board Members, and Chairman on special projects and fundraising initiatives.

(2010-2013)

DIRECTOR OF MARKETING, Adrienne Arsht Center

- Responsible for seven-figure marketing, advertising, and paid media portfolio including an eclectic roster of performance series and initiatives: classical music, pops, dance, urban/world music, and arts education.
- Created and executed targeted marketing campaigns for more than 150 titles/performances; institutional branding; Prelude by Barton G.; and the Bombay Sapphire Lounge.
- Extensive, creative collaboration with media outlets on paid and trade arrangements to supplement show-specific and institutional marketing.
- Supervised marketing staff; collaborated with design and online team; and served as department liaison to Advancement and Programming teams.
- Collaborated closely with CEO.

(2009-2010)

PR COORDINATOR, Adrienne Arsht Center

- Centralized press and publicity for the Arsht Center, including more than 250 titles/500 performances per year.
- Lead PR for all performances, press meets, media events, VIP functions, artist appearances, and media interviews.
- Media messaging for all senior staff, institutional initiatives, CEO, and Executive Vice President.
- Responsible for creation of all show-related and institutional communications including: press releases, media announcements, talking points, and formal communications.
- Supervised all on-site media events including: artist management; media invitations/lists; photo catalogue; and press room post-event coverage.

(1998-2008)

SILVER-BROWN DANCE COMPANY

CEO and Artistic Director, Brooklyn, NY

Founded in 1998, the Silver-Brown Dance Company (SBD) was an internationally acclaimed modern dance company and non-profit foundation. Affectionately known as "Brooklyn's fearless dance company" (*The New York Times*), SBD appeared in the U.S., Canada, Argentina, France, Israel, and the Dominican Republic. The Company maintained a year-round schedule of performance, education, and community outreach programs with a distinct focus on reaching and inspiring underserved young people through the transformative power of the performing arts.

SBD Outreach & Fundraising Highlights

- OASIS SERIES: A free performance series presented in Brooklyn Bridge Park for six consecutive years, in partnership with Goldman Sachs and the Brooklyn Borough President, to commemorate the 9/11 anniversary.
- KATRINA KIDS: A deeply impactful and long-term residency series, relocating SBD to New Orleans to work with young people in the direct aftermath of Hurricane Katrina; serving more than 200 children, their families, school, and larger NOLA community.
- Responsible for all fundraising and philanthropic outreach including individual, corporate, and foundation donors.
- Stewardship of major gifts, annual giving, legacy gifts, and grants.
- Responsible for all special event planning and supervision, donor-related events and communications.

(2000-2004)

ARTS PROGRAM DIRECTOR, UNIVERSITY SETTLEMENT, New York, NY

- Curator/producer of performing and educational community events at America's first social settlement house.
- Director of community-based free dance education for local youth.
- Liaison to artists, funders, press, and community partners.

(1999-2000)

**JACQUES D'AMBOISE & NATIONAL DANCE INSTITUTE, Personal Assistant to Founder and Director, Jacques d'Amboise
New York, NY & Nationwide Public Schools**

EDUCATION

Wesleyan University, B.A. English & Dance, Highest Honors, 1998

Universidad de Buenos Aires, Argentina, Semester of Study, 1997

Stuyvesant High School, NYC, Highest Honors, 1994

Fluent in Spanish