

CHRIS WATERS
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**DIRECTOR OF RELATIONSHIP EVENTS | BUSINESS DEVELOPMENT
EVENT PRODUCTION | TEAM LEADERSHIP | MARKETING & COMMUNITY OUTREACH | SALES**

Deep knowledge and expertise in building relationships that increases sponsorship, event sales and partnerships. Accomplished event professional, executing large scale events for non-profits throughout the state. Recognized for event marketing and community engagement. Respected as a dynamic team leader and creative solutions provider.

LEADERSHIP SKILLS & QUALIFICATIONS

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|---------------------------------|----------------------------------|--------------------------------|
| ▪ Sales | ▪ Cross-Functional Collaboration | ▪ Vendor Management |
| ▪ Reliability & Availability | ▪ Customer & Donor Satisfaction | ▪ Timelines and Event planning |
| ▪ Income Development | ▪ Budgeting and Allocation | ▪ Process Improvement |
| ▪ Metrics, Measures & Reporting | ▪ Public & Media Relations | ▪ Database management |
| ▪ Business Management | ▪ Prospecting & Closing | ▪ Executive Presentations |

LEADERSHIP EXPERIENCE

SENIOR CITIZENS INC, Savannah, GA

BUSINESS DEVELOPMENT (July 2018—August 2018)

Played an integral role in forming partnership with Georgia Ports Authority and putting together a fan drive.

- Generate referrals for private services by building relationships with industry influencers, key community leaders and strategic partners
- Cultivate new referrals through organizing community events and marketing opportunities
- Oversee advertising and promotional activities including print, online, and electronic media
- Plan two major events with an event committee and increased sponsorship sales

ALZHEIMER'S ASSOCIATION, Georgia

DIRECTOR OF RELATIONSHIP EVENTS (July 2014-April 2018)

*Increased Overall Gross Revenue in Coastal Georgia 53% and 145% in Augusta, Georgia.
Received regional award for most event media coverage*

- Manage multiple fundraising events in Georgia from planning to execution, such as Dancing Stars events in Savannah (1000 attendees) and Augusta (600 attendees)
- Develop and maintain relationships with individuals, corporations, elected officials, & community groups to secure and engage donors
- Assist with state and local advocacy efforts, marketing, media outreach, community involvement, and speaking engagements
- Recruit, engage and recognize key volunteers, including Leadership Council members, Walk to End Alzheimer's leadership and community supporters

LEADERSHIP EXPERIENCE (CONTINUED ...)

TELFAIR MUSEUMS, Savannah, GA

EVENT MANAGER (August 2012-June 2014)

Doubled the Telfair Ball Sponsorship goal and increased membership through engagement events

- Managed a team and volunteers that put together the South's largest fundraiser, The Telfair Ball
- Coordinated and maintained contacts in external events, such as TEDX and Savannah Book Fair
- Planned departmental art openings and VIP receptions & dinners, creating unique events to engage donors and members
- Responsible for providing all logistics, budgets, diagrams, and event plans to all departments from marketing to security
- Sold the spaces for three venues to for corporate, social and destination management events.

PREVIOUS CAREER EXPERIENCE

EVENTS MANAGER—RICHMOND HILL CITY CENTER (2010-2012)

MEMBERSHIP, TOUR & VOLUNTEER COORDINATOR —TYBEE ISLAND HISTORICAL SOCIETY (2004-2009)

INDEPENDENT EVENT CONTRACTOR —C WATERS EVENTS (2008-PRESENT)

EDUCATION

GEORGE WASHINGTON UNIVERSITY

EVENT MANAGEMENT CERTIFICATE (2013)

UNIVERSITY OF MEMPHIS

BACHELOR OF ARTS IN COMMUNICATIONS (2000)

COMMUNITY INVOLVEMENT

ALZHEIMER'S CHAMPION ADVOCATE —RECOGNIZED FOR ADVOCACY ACHIEVEMENTS (2016-PRESENT)

SKIDAWAY PROFESSIONALS —BOARD MEMBER (2019)

GRAY'S REEF —EVENT VOLUNTEER (2019)

AIM TO END ALZHEIMER'S —EVENT COMMITTEE (2017-PRESENT)

COMPANION FOR HEROES CLAY SHOOT—EVENT COMMITTEE (2018-2019)

UNITED STATES ARMY-RECEIVED ACHIEVEMENT AWARD FROM COMMANDING GENERAL OF 3RD ID (2013)