



## Susan Chekow Lusignan

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### PROFILE

A strategic, pro-active, collaborative leader

Core strengths: fostering cross-functional teams to maximize organizational outcomes and impact; and addressing the motivation and needs of diverse constituencies.

### DIVERSITY, EQUITY, INCLUSION

Volunteer work, specialized training, Board service, site-specific advocacy and programming

### EDUCATION

M.S./Management  
Nazareth College

B.A./English Literature  
Binghamton University

### PROFESSIONAL DEVELOPMENT

Inspiring and Motivating  
Arts & Culture Teams,  
University of Michigan EdX (2023)

Project Management  
Professional (PMP) Certification  
Preparation, New Horizons (2018)

Contract Law,  
Harvard EdX (2015)

## EXPERIENCE

### **Friends & Foundation of the Rochester Public Library (2017- present)**

#### **Director, Marketing and Program Development**

- Design integrated marketing communications that support patron and donor engagement
- Create content for all marketing collateral
- Curate Legacy Programs and special events for optimal community impact
- Serve on Central Library's Program Team, Exhibits Team, and Marketing Team

### **JCC (2023); independent contractor**

#### **Director, Authors & Innovators Festival**

- Curated a two-week signature event featuring a nationally renowned speaker; negotiated terms/contracts for guest artists; diversified program content, artist roster, and audiences

### **Memorial Art Gallery (2016)**

#### **Director, Marketing and Engagement**

- Oversaw non-academic programs, the Creative Workshop and marketing (five direct reports)
- Created an integrated marketing plan (\$120K) promoting exhibits, classes/camps, programs, the store and special events (250,000 patrons)
- Supported donor recruitment and stewardship
- Initiated the Creative Workshop's first online registration system

### **Nazareth (2011 - 2015)**

#### **Director, Arts Center**

- Curated the Subscription and K-12 series (25,000 patrons); Dance Festivals (4,000 patrons/avg.); introduced two successful genres
- Managed \$600K budget (five direct reports)
- Negotiated terms/contracts for visiting artists
- Served in dual role as Marketing Manager during a year-long vacancy
- Supported donor recruitment and stewardship
- Created a digitized contract library

### **Rochester Arts & Lectures (1997 - 2010)**

#### **President/Producer**

- Managed the operating budget (\$160K) and individual/corporate sponsors and underwriters
- Co-curated 13 sold-out series (5,000 patrons)
- Negotiated terms/contracts for visiting artists