



NATIONAL ARTS MARKETING PROJECT (NAMP)

a program of Americans for the Arts

THE EXPERTS' GUIDE TO MARKETING THE ARTS

MEET THE TEAM



DAWN FRISBY BYERS

Marketing Consultant

Dawn Frisby Byers is a marketing executive with extensive experience in brand development and management, strategic partnerships, and all aspects of traditional and digital marketing. She is the Senior Director of Content and Engagement for the Pennsylvania Humanities Council, overseeing programming and marketing for the state.

She began her career in the cable television industry, holding marketing positions with local cable operators and two national networks: HBO and Bravo. Most of her 20+ year career was spent in New York City with positions in sponsorship marketing for PBS, advertising account management for two Broadway shows, licensing negotiations for Sesame Workshop's entertainment properties, and eventually serving as Vice President of Marketing and Communications for Harlem's famed Apollo Theater.

Dawn returned to her native Philadelphia in 2008 to assume the Executive Director position at the local Grammy chapter, and then went on to lead all marketing efforts for the Kimmel Center's inaugural Philadelphia Festival of the Arts (PIFA) in 2011. She has lent her expertise as a business development consultant to the Mural Arts Program, and recently served as the Director of Marketing and Communications for the Annenberg Center for the Performing Arts on the campus of the University of Pennsylvania.

In 2017 Dawn was selected by Americans For The Arts to develop the curriculum for their pilot program: Arts Marketing and Audience Engagement in the 21 st Century, funded by the PA Council of the Arts. In this role, she led a series of training seminars for small arts organization to create effective marketing strategies. She shared her expertise as the lead presenter during a workshop on Building and Sustaining Diverse Audiences at the 2018 National Arts Marketing Conference in Seattle and at multiple arts-related conferences throughout the country.

Dawn holds dual degrees in Public Policy and Drama from Duke University and completed graduate work in Arts Administration at Drexel University. She serves on the board of the Philadelphia Cultural Fund.



DR. MELISSA CRUM

Mosaic Education Network

Diversity Practitioner and Education Consultant

Dr. Melissa Crum is an artist, author, researcher, and founder of Mosaic Education Network, LLC. She leads a consulting company that infuses the arts, research, storytelling and critical thinking into professional development, community building and curriculum development. Dr. Crum works with her team of experts to act as engaging and collaborative resources for schools, nonprofits, and Companies.

With her team, she facilitates and encourages thought-provoking conversations addressing difficult topics on supporting, interacting and partnering with diverse communities. She works hard to help you become informed of and feel secure about using everyday practical applications of diversity and inclusion strategies to positively impact your environment. To make this happen she creates a “brave space” where you can ask the tough questions, admit faults and celebrate successes. Her experiences working with educators, museums, nonprofits and businesses has equipped her to help you make social change—from your desk to your living room and beyond.



JOHN LANDRY

Founder of Top5ive Photography

Videographer and Editor

John Landry is a multimedia freelance artist based in Columbus, Ohio with more than a decade of professional experience in the fields of photography and video production. He has a strong passion for filmmaking and capturing moments while partnering with clients to bring their visions to life. John is the proprietor of Top5ive Photography, an independent video production agency, and has extensive experience with a number of multimedia tools and applications.



MARSHALL L. SHORTS

Principal/Founder Artfluentia

Graphic Designer

Marshall Shorts is a passionate creative with a commitment to being an agent of change for creative industries, community, and entrepreneurs. He is a teacher, entrepreneur, and owner of Artfluentia, a boutique creative agency. He is also co-founder of Creative Control Fest, a multi-day conference that centers people of color who participate in or aspire to be a part of the ever-growing creative class. A Cleveland native and a proud husband and father, he tries to live up to his motto, Shut up and Create. Marshall brings expertise in the way of design, strategy, and creative direction.



DR. SHARBREON PLUMMER

Adapted Curriculum Developer

Sharbreon Plummer is an artist-researcher and strategist with over a decade of expertise in visual arts project management. Her research and practice center on using art as a tool to critique and dismantle systems of inequity that directly impact communities of color. She has consulted with organizations and artists across the United States, utilizing a combination of research, storytelling, and immersive workshop development to address contemporary issues in the arts and society at large. In addition to completing her Ph.D. at The Ohio State University, she also serves as the Editorial Assistant for the Journal of Cultural Research in Art Education.