

# CHRISTINA S. DAVIS, DES

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Based in Alexandria, VA

## EVENT PRODUCER AND NONPROFIT MANAGER

I have 20+ years of experience in nonprofit management and have spent the past 5 years focused on event production. My specialties are in fostering innovative and welcome event spaces and bringing in-person energy and connection to virtual and hybrid events.

I am a certified Digital Event Strategist through PCMA and will be sitting for my CMP certification in early 2025.

## EXPERIENCE

### **BSideTracked / Owner**

JULY 2021 - JUNE 2024, WASHINGTON, DC

I provide event production and marketing support as well as generalized admin support as needed to nonprofits and small businesses. I have developed a consulting approach that starts with an in-depth launch process and provides tools, support, and analysis at each phase of the project.

#### **Current clients:**

#### **Institute of World Politics**

July 2024- present

Projects include supporting efforts around PCI compliance, website accessibility needs, streamlining of reports, and webinar setup and registration support.

### **League of Women Voters of the United States / Director of Training and Events**

JULY 2021 - JUNE 2024, WASHINGTON, DC

In this role I was responsible for the management and execution of all trainings and events executed by the national office including virtual events, hybrid and in-person events, webinar trainings and information sessions, and volunteer training programs.

Accomplishments included building the training and events sub-department to include an additional staff member and a dedicated crew of vendor support, planning and executing the first hybrid Convention, transitioning event management to a central hub managed via Cvent, training national staff and volunteers on event best practices, elevating best practices across Zoom and Teams, and coordinating a series of small in-person events across a variety of states.

### **League of Women Voters of the United States / Special Projects Manager**

OCTOBER 2017 - JULY 2021, WASHINGTON, DC

As Special Projects Manager I was responsible for internal communications support related to the strategic plan and any ongoing transformation projects, convention and conference planning, oversight of services offered to state and local leagues, management of interns, management of state coaching program and board support.

Accomplishments included leading the restructuring of a coaching series, the initial development of a web-based leadership training series, leading the replanning of the intended in-person 2020 Convention as a fully virtual event, and redeveloping the internship program into one that was more in line with current best practices.

## **Association & Conference Group / Account Executive**

AUGUST 2016 - OCTOBER 2017, WASHINGTON DC

As an account executive I managed two large chapters and one national association. My responsibilities included planning and coordinating materials for all meetings, managing client finances, managing event preparation, maintaining client web presence with regular updates to website and social media accounts, and managing member, customer, and board relations. During my time at ACG I assisted with onboarding a new client which included redeveloping their website, developing a strategic plan dashboard, planning their national conference, and redeveloping their nomination and board election process.

## **Potomac Management Resources / Senior Account Manager/Account Manager/Account Coordinator**

MARCH 2010 - AUGUST 2016, ALEXANDRIA, VA

I started as an Account Coordinator and was promoted to Account Manager and then Senior Account Manager. All positions involved the management of multiple professional associations that ranged in size from 100 to 700 members. The Senior Account Manager position involved the additional duties of managing a small team of Account Coordinators and Account Managers. Client responsibilities included preparing materials for and attending all executive, board and committee meetings; preparing detailed monthly accounting reports; managing event preparation and coordinating staff, volunteer, and vendor responsibilities; maintaining client web presence with regular updates to website and social media accounts; preparing and updating both physical and virtual marketing materials; managing member relations and updates to database; managing high level member services and board member relations.

*The earlier part of my job history is available on my LinkedIn page.*

| EDUCATION AND CERTIFICATIONS  | SKILLS   |
|---|--|
| <b>THEATER ARTS</b><br>Rutgers University, New Brunswick<br>1998-2002   | <ul style="list-style-type: none"><li>Expert knowledge of:<ul style="list-style-type: none"><li>Microsoft 365 and all Office products</li><li>Cvent</li><li>Zoom</li><li>Eventbrite</li><li>Salesforce</li><li>Wordpress</li><li>Drupal</li><li>Alchemer</li><li>Mail Chimp</li><li>Constant Contact</li></ul></li><li>Skilled at<ul style="list-style-type: none"><li>Project management</li><li>Event production timeline</li><li>Vendor onboarding and support</li><li>Event registration management</li><li>Site Selection and Hotel management</li><li>Contracts</li><li>Budget development and oversight</li><li>Database management</li><li>Board of Directors support</li><li>Membership support</li></ul></li></ul> |
| <b>ASAE Courses</b> <ul style="list-style-type: none"><li>Committees &amp; Task Forces</li><li>Membership Development</li><li>Principles of Financial Management</li><li>Principles of Membership</li><li>Skills Building Management</li><li>The Bottom Line: Finance for the Non-Financial Manager</li></ul> |  |
| <b>Everyday Democracy Institute</b> <ul style="list-style-type: none"><li>Institute for Community Change Leaders</li></ul>  |  |
| <b>Nonprofit Leadership Alliance</b> <ul style="list-style-type: none"><li>Social Sector Leadership</li></ul>   |  |
| <b>PCMA</b> <ul style="list-style-type: none"><li>Business Event Bootcamp</li><li>Digital Event Strategist Certification</li></ul>  |  |