DIONNA COLLINS

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RELEVANT EXPERIENCE

Art Director | ComfiArt, Atlanta

Jul 2016 - Present

- Oversee art operations, exhibitions, and artist partnerships across Georgia, coordinating with municipalities, developers, and brand sponsors.
- Manage exhibitor relations and logistics for large-scale public art and community engagement projects.
- Lead production of events and creative activations connecting artists, collectors, and corporate partners.
- Direct creative, marketing, and operational workflows for brand partnerships with Wayfair, Whole Foods, Mastercard, and United Way.
- Secure and manage sponsorships and grants exceeding $300K annually.
- Develop and oversee artist programs such as ComfiBizz and Design & Muse, empowering artists with business and branding tools.

Business Development and Partnership Manager | Roycebee Creative, Atlanta

Aug 2024 - May 2025

- Ensured business development strategies were fully integrated with overall company objectives, enhancing synergy and driving operational effectiveness.
- Designed and directed digital assets, branded pitch decks, and sponsor-driven campaigns for clients including Toyota, Red Bull, and P&G.
- Supported business development with compelling presentation systems and visual narratives that secured over **$125K in sponsorship revenue**.
- Balanced hands-on creative execution with client leadership, ensuring deliverables aligned with strategy and stakeholder expectations.
- Led sponsorship and production for HiJinx Festival, working with top-tier brands such as BeatBox and Tito's Vodka, to execute engaging and impactful sponsor activations.
- Managed sponsorship and production for One Music Festival and HiJinx Festival, managing relationships with over 30 brands, including P&G, Red Bull, Toyota, Sprite, Mielle, Jack Daniel's,
- Oversaw onsite logistics, sponsor activations, and brand integrations for major festivals including One MusicFest and HiJinx Festival, coordinating 30+ partners and contractors.

Strategic Marketing Consultant | United Way of Greater Atlanta

Jul 2022 - Nov 2024

- Delivered a powerful and visually representative Power of Promise campaign, uniting stakeholders around equity and child well-being.
- Rooted in the local creative economy, developed and executed strategies that combined digital marketing, product development, influencer engagement, and public beautification to expand reach and impact.
- Designed campaign assets and optimized digital presence to clearly communicate the correlation between race, zip code, and child well-being outcomes.
- Elevated awareness among new and prospective investors of time, talent, and treasure, strengthening donor engagement and long-term support.
- Ensured proceeds from campaign product sales directly supported United Way's strategic initiatives addressing place-based and racial equity to improve overall child well-being.
- Served as creative and operational liaison between artists, nonprofit leadership, and city partners, managing timelines, budgets, and stakeholder communications.

Focus Areas: Art Consulting | Community Engagement | Digital Marketing Strategy | Social Impact Design

Strategic Brand Development Manager | Ting Internet

Oct 2021 - Jun 2023

- Collaborated with marketing teams to design and implement targeted campaigns, significantly enhancing customer acquisition and retention, and consequently increasing market share.
- Developed and managed partnerships with local communities, reinforcing brand loyalty and expanding the company's presence across new and existing markets.
- Launched a community engagement initiative that employed local artists for marketing materials, reinforcing Ting's brand presence in **6 major U.S. cities**, including Charlottesville, VA, and Denver, CO.
- Led an innovative Artist Management and Event Production initiative by launching a Call for Artists, engaging local talent in service markets to participate in design competitions and Influencer Marketing Campaigns, which bolstered local engagement and enhanced brand relevance.
- Championed community engagement efforts by employing local artists to produce marketing materials, supporting localized economic development and promoting community involvement as well as advancing DEI initiatives through targeted creative strategies.

SELECTED PROJECTS

- **ComfiArt Fund (2025):** Launched artist mini-grant initiative supported by MLB & Mastercard to fund 6 artists' creative projects.
- **ComfiBizz Workshops (2024–2025):** Produced and led business education workshops for artists in partnership with the City of Atlanta and Art South Fulton.

EDUCATION

- **Six Sigma Green Belt** | Emory University
- **MA in Internet Marketing** | Full Sail University
- **BA in Graphic Design** | The Art Institute of Atlanta

SELECTED EXHIBITIONS & SHOWCASES

2025 — *Collector's Catalog Preview*, Atlanta, GA
2024 — *ComfiArt Artist Showcase*, Atlanta, GA

2024 — *Atlantic Gallery NYC*, NewYork, NY

2024 — *Wayfair*, Atlanta, GA
2024 — *Wunderand Noir*, Atlanta, GA
2024 — *Imperfect Harmony*, Atlanta, GA

2024 — *Neon Studios*, Atlanta, GA
2023 — *Whole Foods Vendor & Art Pop-Up Series*, Atlanta, GA
2023 — *Echo Contemporary Art Christmas Pop-Up*, Atlanta, GA
2021 — *Power Haus Creative*, Atlanta, GA
2021-2024 — *ComfiArt Presents: Design and Muse*, Atlanta, GA

PUBLIC ART & CREATIVE PROJECTS

2025 — *Parc at Solomon*, Griffin, GA — Project Manager for murals, sculpture, and interior art
2025 — *Fairburn Mural Initiative*, Lead Art Consultant & Project Director

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AWARDS & RECOGNITION

2025 — Winner, *MLB & Mastercard Small Business Pitch*, Truist Park, Atlanta, GA
2024 — *Nominated Amy Award* – "United Way of Greater Atlanta"
