

SALLYANNE SANTOS

WINDLASSCREATIVE.COM

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WINDLASS CREATIVE, NEWPORT, RI

2002-present

OWNER & CREATIVE DIRECTOR

- Founded company to assist small businesses and not-for-profits with marketing by producing creative content for print and electronic communications including websites, e-newsletters, collateral material, graphic design and event management. Constant Contact Business Partner, All-Star Award winner 2010-2015

Clients include: (please see www.windlasscreative.com/clients for complete list)

- 6 METRE WORLD CUP
- 12 METRE YACHT CLUB
- AMERICA'S CUP CHARTERS
- BELMONT CHAPEL FOUNDATION
- CORY SILKEN PHOTOGRAPHY
- D.F. DWYER INSURANCE AGENCY
- DISCOVER NEWPORT (Newport & Bristol County Convention & Visitors Bureau)
- FENNER HILL GOLF COURSE
- GOETZ COMPOSITES
- INTERNATIONAL 12 METRE ASSOCIATION
- KARYNE WILNER'S CORE ENERGETICS
- KNOWLEDGENCE ASSOCIATES
- LUCY'S HEARTH
- MAD HATTER BAKERY
- NEVILLE ARCHITECTURE
- NEWPORT LIFE MAGAZINE
- NEWPORT RESTORATION FOUNDATION
- NORTH AMERICAN SEAGLASS ASSOCIATION
- NY-30 ASSOCIATION | S/V AMORITA
- POTTER & CO.
- RUN NEWPORT
- SASAMANI FOUNDATION
- STEPHANIE GUINAN, REALTOR
- SUEGRAY JEWELRY
- SWIFT-MORRIS INTERIORS / LUCKY FINDS
- TOM SWIFT ARCHITECTURE
- US SAILING

MUSEUM OF YACHTING, NEWPORT, RI

2002-2008

CREATIVE DIRECTOR

- Create and implement marketing plan including all press & public relations.
- Secured national title sponsors for 2005-7 Classic Yacht and Tiedemann 12-Metre Regattas.
- Built e-constituent base of 4500 interested persons for timely electronic communications.
- Leveraged national, international & local press coverage on regular basis
- Conceive and create new exhibits and implement improvements to existing exhibits.
- Design all collateral materials including brochures, sponsor materials and e-communications
- Write, edit, photograph and publish all Museum publications including quarterly newsletter.
- Developed, designed, launched and maintained website.
- Produce all events including regattas, special events and educational programs.

HOLLYWOOD HITS BROADWAY, Entertainment Industry Foundation, NEW YORK, NY

2002

ASSOCIATE PRODUCER

- Produced All-Star Gala performance for *Katie Couric's* Colon Cancer Research Foundation featuring *Robin Williams, Whoopi Goldberg, Kevin Spacey, Meryl Streep, Robert DeNiro, Kelsey Grammar, Kevin Kline, Bette Middler, Beyonce* and more....

WORLD FINANCIAL CENTER ARTS & EVENTS MARKETING, NEW YORK, NY 1992-2001

DIRECTOR OF PRODUCTION

- Produce and manage all events at the World Financial Center including performances, special events, installations, exhibits, fairs, festivals, fundraisers, corporate functions, and retail marketing initiatives.
- Researched and prepared WFC Winter Garden Technical Systems Capital Improvement Proposal, successfully achieving \$1.8 million dollar grant to fund improvements to facility.
continued/...
- Responsible for all aspects of Capital Improvement project including consultant/contractor coordination, work phasing, budget control, status reports.

SELECTED EVENTS:

United Nations 50th Anniversary Gala, Goodwill Games Opening Ceremony, NYC Grammy Awards Launch, AMFAR, The CURE (Christopher Reeve's Spinal Cord Foundation) Doctor John, Patti Labelle, Emmylou Harris, David Byrne, Natalie Merchant, Ray Charles, American Ballet Theatre, Hootie, Pete Seeger and more...

HARBOR FESTIVAL FOUNDATION, Governor's Island, NYC 1992

PRODUCTION DIRECTOR, *Operation Sail Tallships Parade Ceremony, w/ Walter Cronkite*

COLUMBUS QUINCENTANNIAL COMMISSION, Manhattan Heliport, NYC 1992

PRODUCTION DIRECTOR, *Nina, Pinta & Santa Maria Arrival Ceremony w/Fireworks by Grucci*

CENTRAL PARK SUMMERSTAGE, NYC 1991

PRODUCTION MANAGER, *The Neville Brothers, Los Lobos, Gypsy Kings, etc.*

NEW YORK INTERNATIONAL FESTIVAL OF THE ARTS, NYC 1991

PRODUCTION MANAGER, *Immigrant Voices(at Ellis Island), ASCAP Cabaret w/ Rosemary Clooney*

GEORGIO ARMANI / BLOOMINGDALES, NYC 1991

LIGHTING DESIGNER

RALF RALF COMPANY, LONDON, U.K., also Lighting Designer & Stage Manager 1990

PRODUCTION MANAGER, *The Dinner, U.S./European Tour*

BROOKLYN ACADEMY OF MUSIC, NYC 1986-1990

PRODUCTION COORDINATOR & RESIDENT LIGHTING DESIGNER

Le Mahabharata by Peter Brook, (including the opening of the BAM Majestic Theatre), Bob Dylan, Madonna, Laurie Anderson, Bob Weir, Rob Wasserman, B52s and more...

ZEITERION THEATRE, NEW BEDFORD, MA 1985

Man of LaMancha

EDUCATION:

Rhode Island School of Design, CE, Graphic Design for Print & Web 2003-2009

(Proficient w/ Illustrator, Photoshop, Dreamweaver, InDesign, Flash, HTML, CSS, WordPress & Shopify)

Rhode Island College, **BA Theatrical Lighting Design, Production Management & Photography** 1984

DESIGN PORTFOLIO: <http://www.windlasscreative.com/portfolio.html>

PHOTOGRAPHY PORTFOLIO: <http://windlasscreative.zenfolio.com/f107643622>

Creator of "**lemonade- good news from newport**", a free monthly e-newsletter supporting local cultural and charity events published (without advertising support) as community service since 2008 – 84 issues to date. Please see: www.WindlassCreative.com/lemonade.html

VOLUNTEER: *America's Cup World Series, Potter League for Animals, Sail Newport, Volvo Ocean Race*

CREDENTIALS: *USCG Master's License, 100GT- including Auxiliary Sail & Towing Endorsements*

INTERESTS: *Singer / songwriter, guitar, live music, sailing, racing, running (10K), travel*