

# Melissa Hayes

## Vice President of External Affairs

**Experience:**

Chicago History Museum (Vice President of External Affairs, 2010–present; Director of Marketing & Sponsorship, 2005-2009; Director of Corporate Events & Sponsorship, 2004-2005; Assistant Manager of Corporate Sponsorship, 2002-2004); Los Angeles Convention & Visitors Bureau (Director of Cultural Tourism & Consumer Promotions, 1997-2002)

**Education:**

M.A., Public Art Studies, University of Southern California in Los Angeles (1998); B.A., Art History, Howard University (1996)

Melissa Hayes is responsible for implementing marketing, fundraising, and communication strategies as it relates to the museum brand, special events, exhibitions, and educational programming. She maintains key relationships within the public and private sector communities as well as participates in joint activities with other cultural organizations and museums. Hayes directs all advertising and communication strategies for the institution to build, manage, and grow its brand while maintaining and raising visitor attendance.

Hayes lead, developed, and launched the rebranding of the Chicago History Museum in 2005 for the fall 2006 grand-reopening and 150<sup>th</sup> anniversary events.

Prior to her work at the Museum, Hayes was primarily responsible for promoting the cultural destinations of Los Angeles, she developed and managed multi-million dollar marketing campaigns designed to increase tourism revenue to Los Angeles. During her tenure at the at the Los Angeles Convention & Visitors Bureau, Hayes also served as a core project team member with the City of Los Angeles Cultural Affairs department, the Community Redevelopment Agency (CRA) and LA Inc. to produce content for an online resource for exploring the LA Region's cultural neighborhoods and attractions. In addition, she was appointed as the statewide chair from 1999-2002 for the California Cultural Tourism Coalition.

Hayes currently is a Board Member for the Lincoln Park Chamber of Commerce and an Auxiliary Board Member of Cook County Hospital. For the past three years, she chaired the Museum's in the Park marketing committee, overseeing the marketing initiatives of 10 Museums and Zoos collectively.