

Kristy Morgan, Marketing & Special Events Manager, DOWNTOWNDALLAS

In August of 2006, Kristy Morgan joined the Marketing team of **DOWNTOWNDALLAS** as the Marketing and Special Events Coordinator and after a year was promoted to Manager of Marketing and Special Events. In this position, she is responsible for the designing of all **DOWNTOWNDALLAS** collateral and ad production and the planning and executing of special events and press conferences. She also maintains the organization's Web sites and writes articles and other communication materials. Kristy is involved in community relations, speaking to Downtown stakeholders and residents on a regular basis. She also works closely with the Vice President of Marketing in providing media and public relations support, in developing and executing a new image and branding campaign for Downtown Dallas, as well as researching and implementing strategic marketing opportunities for the organization and Downtown.

After completing her education, Kristy joined United Way of Metropolitan Dallas as the Events Coordinator for the Brand Strategy and Communications department. In this role, she was responsible for the planning, budgeting and executing of events. She also worked directly with the Marketing Specialist and Senior Director of Communications in providing media and public relations support. She was responsible for writing scripts; event recaps; press releases and communication materials to corporate donors, vendors, sponsors, partner agencies and board members. Kristy, along with the Senior Manager of Events and Sponsorships, developed a strategic sponsorship plan to be implemented at United Way of Metropolitan Dallas annually. She also worked closely with the department's Graphic Designer in the designing of event collateral.

While in college, Wood held Public Relations and Marketing internships at The Museum of Modern Art in Fort Worth and BenBella Books, Dallas, Texas. In these positions she began her writing career through press releases, book cover copy and newsletters. She started planning smaller-scale events including author tours, book signings and The Modern's Bands off Land summer event.

Kristy is a volunteer with Saint Vincent de Paul and AFI Dallas. She also serves on the AIA Publications Committee and is a member of PRSA. Kristy graduated from University of North Texas, Denton, Texas with a B.A. in Journalism-Public Relations, with minors in Marketing and French.