



Ally Yusuf, MA, Associate Director

Ally Yusuf serves Patton McDowell & Associates as the firm's Associate Director. With a strong background in nonprofit arts and business administration, Ally joined the team in July 2011. She supports PMA in managing client services and new business development endeavors.

While pursuing graduate school, Ally worked as an Organizational Capacity Consultant. In this role, she has spearheaded a client-driven consulting project for the New Edgecliff Theatre in Cincinnati by conducting interviews, focus groups, surveys, self-assessment studies and data analysis. This project culminated in providing strategic planning recommendations for use by the Board of Directors.

Ally also brings a background as a social media strategist. At the National Underground Railroad Freedom Center, Ally implemented digital marketing strategies using Facebook, Twitter, YouTube and blogs, increasing audience engagement and driving revenue growth. Her social marketing plan increased online audiences by 25% and attracted 300 new guests and potential members to targeted special events.

Ally graduated Magna Cum Laude from the University of Louisville with a BM in Piano Performance. She also holds a Diploma in Business Administration from Sullivan University. Currently, Ally is pursuing an MA in Arts Administration at the University of Cincinnati (College-Conservatory of Music). She has actively pursued opportunities in marketing, fundraising and communications at various nonprofit arts organizations such as the Cincinnati Ballet and Brevard Music Center. She is a member of Americans for the Arts and the Nonprofit Technology Network (NTEN). Ally currently volunteers at the Jazz Arts Initiative and is a board member at CSO Pulse, the Young Affiliates of the Charlotte Symphony Orchestra. In her spare time, Ally enjoys cooking, traveling and watching stand-up comedy.