

Elizabeth Stewart
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Experience

Audience Services Manager, Boston Conservatory (2011)

• Oversaw all Box Office and Front of House operations

- Managed 18 Box Office and Front of House student workers
- Managed performances, working closely with stage management to develop emergency procedures and other crisis management procedures
- Evaluated current policies, adjusting and creating new internal ticketing policies
- Acted as liaison with vendors, ordering supplies, and negotiating contracts
- Created and maintained performances in TicketForce
- Processed ticketing and VIP requests from the President's Office, Development, and other departments
- Managed ticket sales via ticketing outlets such as Goldstar and BosTix
- Acted as liaison for press, President's guests, and other VIPs during performances
- Assisted marketing department with social media tasks, weekly email, website updates and other ad hoc projects
- Managed merchandising sales, reporting, and development of new products
- Reconciled Box Office and Merchandise finances with accounting department
- Managed Box Office finances, overseeing a budget of \$150,000
- Exceeded FY2011 Box Office Revenue projections by more than \$20,000
- Initiated program ad sales for the 2011-2012 season, reaching out to local vendors, businesses and organizations
- Created new processes for more efficient accounting and reconciliations

Assistant Box Office Manager, ArtsEmerson (2010-2011)

- Managed Box Office student staff
- Processed ticketing and membership orders
- Cash handling, reporting, and other tasks as assigned

Marketing/Content Associate / Customer Service Representative, ArtsBoston, Inc. (2010)

- Managed and approved listings submitted via artsboston.org (CMS by Artsopolis)
- Improved search engine optimization for artsboston.org and bostix.org
- Customer service for bostix.org, including fielding calls and emails, creating emails with Constant Contact, and processing orders through PatronEdge
- Created and updated member group performances on bostix.org using PatronEdge
- Other tasks as assigned

Communications Director, Cambridge Center for Adult Education, Cambridge, MA (2008 - 2010)

• Oversaw all marketing, public relations and communications, developed new strategies.

- Consistently achieved 30% or higher (42%+ Q2 2010) open rate for email communications (Industry standard: 18%)
- Consistently achieved 15% or higher (18%+ Q2 2010) click-through rate for email communications (industry standard: 12%)
- Increased brand awareness on web, resulting in a 8% increase in web traffic (2008-2010) and steady/increased registration
- Outlined, created, and maintained a social media communications plan, including crisis management and procedures for organizational brand management on sites like Facebook, Twitter, Yelp, YouTube, Wordpress and more
- Developed student feedback tools via email and web surveys and analyzed results for programming development and advertising purposes
- Managed and reported on Google Adwords budget, performance, and opportunities
- Created and developed a print media/advertising strategy and maintain an advertising budget; currently planning and developing more effective press relations, listing and calendar coordination, and other traditional media outreach
- Assisted Systems Administration/IT/Registration Staff with launching a live, real-time registration process; developed and prepared for launch a new website design, including a content management system
- Created outreach opportunities with local organizations and businesses

Central Square Theater, Cambridge, MA (2008 - 2010)

Marketing Associate:

- Supervisor: Andrew Darcey, Marketing Manager

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	<p>-Conceived, developed, and implemented social media plan including Facebook, Twitter, and YouTube to supplement single ticket sales and general audience participation</p> <p>-Managed all email communications, analyzing and testing content, subject lines, and imagery for single ticket sales and subscription campaigns</p> <p>-Developed audience feedback tools via email and web surveys and analyzed results for audience and programming development and advertising purposes</p> <p>-Increased brand awareness on the web, resulting in a 20% increase in web traffic (Q4 2009 & Q1 2010)</p> <p>-Developed relationships with Central Square businesses for advertising and donation trades</p> <p>-Assisted in program and other print material design (programs, flyers, postcards, and other collateral)</p> <p>Resident Photographer:</p> <ul style="list-style-type: none"> • Rehearsal and production photography for Underground Railway Theater and Nora Theater Company productions - published in the Boston Globe, Metro, the Phoenix, the Boston Herald, etc.
Education	<p>Master's of Science, Arts Administration (2006 - 2009) Boston University, Boston, MA; Marketing/Online marketing focus</p> <p>Bachelor's of Music, Music Education (2001-2005) Mercyhurst College, Erie, PA</p> <ul style="list-style-type: none"> • Major: Music Education / Concentration: Clarinet, Saxophone
Internships and Volunteer	<p>SXSW 2011 Photographer (2011)</p> <ul style="list-style-type: none"> • Volunteer photographer for SXSW Music Festival <p>Social Media Coordinator, Boston Pride Committee, Boston, MA (2008 - 2010)</p> <ul style="list-style-type: none"> • Designed and implemented social networking campaigns, official blog, e-mail newsletters, Twitter, Facebook, and other social networking sites • Implemented a blog and content management system using Wordpress Content Management System <p>Marketing Intern, Central Square Theater, Cambridge, MA (2008)</p> <ul style="list-style-type: none"> • Tasks and projects include: Research, PR/marketing, administrative duties, creating/editing copy, exploring social networking and online advertising, B2B relationship building, and other ad hoc projects • Supervisor: Catherine Carr-Kelly, Executive Director <p>Administrative Intern, Musica Sacra, Cambridge, MA (2007 - 2008)</p> <ul style="list-style-type: none"> • Tasks and projects include: Database management, concert management, PR/marketing, development, administrative duties and ad hoc projects • Supervisor: Anne Riesenfeld, Executive Director
Web / Design / Tech	<ul style="list-style-type: none"> • http://www.libberding.com - personal site; installed, manage, and maintain a Wordpress gallery site with Photoshelter integrated display and sales • http://www.centralsquaretheater.org - site management/updates • http://www.artstrand.com - CMS beta testing/data entry, June 2009 new website launch • http://www.ccae.org - site management; new site design (interior launch late 2009) • http://www.bostonconservatory.edu - quality assurance testing for new Drupal CMS website launch June 2011 • HTML/CSS and Adobe CS4 proficiency • PatronEdge, Eudora, OvationTix, AudienceView and TicketForce proficiency • Constant Contact/iContact/MailChimp proficiency