

Education



Boston University
2006-2009, Master of Science, Arts Administration



Mercyhurst University
2001-2005, Bachelor of Music, Music Education

Experience



2016-2017

Musical Director/Producer: Rodgers & Hammerstein's The Sound of Music

- Worked with School Board, Administration, Staff, and Booster Organization
- Managed budget, hired production staff, including voice coach, conductor, set designer and choreographer
- Rehearsed students, teaching basics of theater, including blocking, movement, character development
- Administrative tasks, such as fundraising, marketing, PR, design

Assistant Marching Band Director

- Assisted Band Director in all aspects of marching band
- Rehearsed band students, alone and in conjunction with the Band Director
- Oversaw woodwind sectional rehearsals
- Chaperoned band students at football games and parades

Web/Social Media Manager

- Managed all main social media outlets for the university
- Facilitated major growth in all social media channels
- Initiated content creation and distribution schedule for original content on social media
- Created original content for social media: video, photo, department highlights, features
- Analyzed web traffic and digital advertising and search campaigns
- Worked with external advertising agency to create and manage digital campaigns
- Worked with University Relations to create social media training opportunities across campus community
- Served on website committees to better evaluate and report on new website launch (May 2012)
- Managed Enrollment Management unit pages on website
- Conceptualized and created Ichabod Interactive
- Cross-trained with Operations and Communications Coordinator
- Served on committee to investigate mobile application design and deployment

Communications Director

- Oversaw all marketing, public relations and communications
- Increased brand awareness on web, resulting in a 8% increase in web traffic and steady/increased registration
- Outlined, created, and maintained a social media communications plan, including crisis management and procedures for organizational brand on sites like Facebook, Twitter, Yelp, YouTube, Wordpress and more
- Managed and reported on Google Adwords budget, performance, and opportunities
- Created and developed a print media/advertising strategy and maintain an advertising budget
- Developed more effective press relations, listing and calendar coordination, and other media outlets
- Assisted Systems Administration/IT/Registration Staff with launching a live, real-time registration process
- Created outreach opportunities with local organizations and businesses

Marketing Associate / Front of House / Resident Photographer

- Conceived, developed, and implemented social media plan including Facebook, Twitter, and YouTube
- Increased brand awareness on the web, resulting in a 20% increase in web traffic (Q4 2009 & Q1 2010)
- Developed relationships with Central Square businesses for advertising and donation trades
- Analyzed patron data on a regular basis for audience development, programming, and advertising purposes
- Assisted in program and other print material design
- 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.
- Assisted in box office operations, refreshment ordering and sales, ushering, curtain speeches, etc.



2012-2013



the
Cambridge Center for
Adult Education

2008-2010



2008-2010