

PROFILE

Creative professional with leadership achievement in arts non-profits as well as tourism and convention commissions, venue management, and guest services.

CORE COMPETENCIES

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| ▪ Strategic Direction | ▪ Leadership | ▪ Brand Identity |
| ▪ Creative Marketing | ▪ P & L Management | ▪ Contract Negotiations |
| ▪ Guest Experience | ▪ Event Management | ▪ Policy & Procedure Development |

PROFESSIONAL EXPERIENCE

OPERA IN THE HEIGHTS ✦ 2016–2020

Marketing & Events Manager

Led marketing initiatives and patron communications including advertising, website management, collateral design, and social media. Collaborated with Executive Director on fundraising and development communications.

- Planned and executed event strategy for all special events as well as direct oversight of all performances.
- Conceived and developed time-sensitive print collateral, advertisements and performance materials for productions.
- Managed design, navigation, and copy for promotional websites, e-mail blasts, and online ads.

Manager of Operations & Patron Services

Led the day-to-day company operations. Worked directly with the Executive Director to implement policies and goals on a regular basis. Assured tasks were consistent with mission, goals, non-profit regulations and highest ethical standards.

- Managed all ticketing operations for both regular performances and special events including the annual gala.
- Built entire subscription packages and single ticket products in Salesforce ticketing software annually.
- Created new system to efficiently process donations when Director of Development position became vacant.

HOUSTON GRAND OPERA ✦ 2015–2016

Manager of Audience Development

Managed all aspects of group sales, including HGO's affordable ticket initiative; NEXUS and the Opening Nights for Young Professionals subscriber series and events.

- Planned all aspects of 2015 Season Kick-Off Event, designed invitation, secured sponsors to cover 50% of expenses and worked with all outside vendors to ensure optimal event execution & guest experience.
- Secured sponsorship from River Oaks District & Vince Fine Clothier to underwrite all costs for 2016 Ovation Awards.
- Worked cohesively with Vince's corporate office in New York to plan all aspects of 2016 Ovation Awards.
- Developed and implemented group sales strategy where no formal methodology previously existed.
- Achieved group sales goals for each production to reach cumulative \$100,000 goal for fiscal year 2016.

HATTIESBURG CONVENTION COMMISSION ✦ 2011–2015

General Manager – Historic Saenger Theater

Oversaw all front-of-house, event services and administrative operations at the theater. Collaborated with departments based out of Lake Terrace Convention Center to develop marketing plans for self-promoted events and establish budgets for both general promotions and self-promoted events, annually. Worked alongside Executive Director of Hattiesburg Convention Commission to enact vision and develop long term plans for the theater.

- Redesigned pre-event pro forma to be more Saenger specific, allowing my staff and I to better estimate potential profit and loss for each self-promoted event.

- Reduced miscommunication between departments and increased efficiency of theater bookings by promoting in-house and placing the responsibility of bookings under this position.
- Cut production and marketing costs by only producing two self-promoted events during the fall of 2014, allowing to plan spring productions further in advance, resulting in an opportunity for increased revenue.
- Enhanced brand identity and guest experience by developing a theater specific dress code for all staff.
- Designed a "build-a-bar" concept to evenly disperse large event crowds and utilize a previously challenging space.

Theater Supervisor – Historic Saenger Theater

Promoted to this position after proving professional capabilities at both the Saenger Theater and the Hattiesburg Zoo. To meet the demands of growing events, I restructured in-house operations to include a full time Box Office Coordinator, allowing extended operating hours. I regularly communicated with clients as well as talent agents to ensure optimum results for self-promoted and client-contracted events.

- Promoted part time Box Office Assistant to full time Box Office Coordinator allowing the Event Coordinator and myself more flexibility to focus on administrative and event responsibilities.
- Created part time Event Assistant position to assist with growing number of events.

Guest Experience Supervisor – Hattiesburg Zoo

Promoted to this position to maximize and maintain the highest level of quality for guests through one-on-one interaction, as well as leadership, short and long-term planning, inspiration, and interaction with all departments affecting the Zoo.

- Designed creative strategy to conceal eyesores and enhance guest immersion throughout the zoo.
- Spearheaded event coordination, eliminating the need for a coordinator from another facility.
- Developed a season pass for patrons replacing the membership offered by Zoological Society. Upon implementing, the zoo was able to take full revenue, thus enhancing provided benefits as well as the zoo's brand identity.

Event Coordinator – Historic Saenger Theater

After completing a six-month internship, I was offered this position to coordinate event services at the Saenger. I immediately demonstrated ownership of the facility and all events, which ultimately led to my managing several client-contracted events independently.

EDUCATION

University of Houston-Downtown, Houston, TX ✦ 2019

Master of Business Administration (MBA), Leadership

University of Southern Mississippi, Hattiesburg, MS ✦ 2011

Bachelor of Arts (BA), Communications/Advertising

- Minor in Marketing

AWARDS

Hospitality Shining Star ✦ 2015

- Awarded for excellence in managing Hattiesburg Mississippi's Historic Saenger Theater by VISITHATTIESBURG™ and Hattiesburg, Mississippi's Tourism Industry partners