

Education

PRINT AND WEB PROFESSIONAL CERTIFICATE (2007–2008)

Toronto Image Works Institute, Toronto

BFA, TECHNICAL THEATRE PRODUCTION (1999–2003)

Ryerson University, Toronto

» graduated with Honours distinction

Experience

FREELANCE GRAPHIC & WEB DESIGNER

(June 2007-present)

ownership and operation of a freelance design business that provides design services to arts organizations, charities, and small businesses. Selected work:

- » Actors' Fund of Canada - website design: www.actorsfund.ca/theatrekit/
- » Amur Acupuncture - website design: www.amuracupuncture.com
- » Belltower Theatre - logo design
- » Carol Robbins Pilates Studio - website design: www.carolrobbinspilates.com
- » Dr. Alice Caners & Associates Dentistry - business branding (print)
- » Habitat for Humanity Halton - website design: www.habitathaltonrestore.ca
- » Mimi Vannier Designs - website design: www.mimivannier.com
- » Native Earth Performing Arts - design of 25th anniversary commemorative book
- » Nightwood Theatre - email newsletter design
- » Playwrights Guild of Canada - design & layout for *CanPlay* magazine; *Playwrights Directory*
- » Toronto Fringe Festival - website design: www.fringetoronto.com

PUBLICIST, SUMMERWORKS THEATRE FESTIVAL

(June 2007–present)

- » coordinated all publicity materials for 46 productions
- » acted as main contact for media; pitched story ideas
- » successfully secured major media coverage in local and national newspapers, television, radio, and the online community
- » coordinated production photography and photo shoots, including the cover of *NOW* magazine
- » helped raise Festival attendance by 43% from previous year

PUBLICITY AND OUTREACH ASSOCIATE, TARRAGON THEATRE

(2004–2007)

- » organized and host all student matinees, teacher nights, workshop activities
- » co-wrote educational study guides for the theatre's productions
- » acted as publicist for annual Spring Arts Fair
- » coordinated production photography and publicity materials
- » acted as in-house designer for theatre programmes and other materials

PUBLICIST, SHAKESPEARE IN THE ROUGH

(2004–2006)

- » planned and implemented publicity campaign for annual outdoor summer Shakespeare production, including press releases and PSAs
- » liaised with media to pitch editorial ideas
- » successfully secured media coverage in all major print and radio media

Experience continued

FRONT OF HOUSE MANAGER, TORONTO FRINGE THEATRE FESTIVAL (2004–2006)

- » supervised all aspects of audience relations and box office for Robert Gill Theatre (Festival venue)
- » supervised over 30 Front of House volunteers

APPRENTICESHIP IN ARTS ADMINISTRATION, TARRAGON THEATRE (2003–2004)

- » assisted all administrative staff including the General Manager and Artistic Director with marketing and publicity campaigns, auditions, play readings, theatre archives
- » moderated discussions between audience groups, including student groups, and guest artists
- » facilitated student acting and directing workshops

ASSOCIATE PRODUCER, RBC FESTIVAL OF CLASSICS (2002–2003)

- » negotiated and administered contracts for artists
- » liaised heavily with corporate sponsors and helped with the annual individual giving campaign
- » maintained the Festival's budget, disbursement and receipts journal, as well as payroll
- » assisted in writing 2003 grant applications
- » liaised with the company's Board of Directors, leading to the research and composition of a comprehensive guidebook for the Board of Directors

STAGE MANAGER, OFF CENTRE MUSIC SALON (2001-2002)

- » Coordinated all activities for the day of each concert, including loading in the set, supervising rehearsal, calling performers, and cueing technical staff at the Glen Gould Studio, CBC building

ASSISTANT TO THE PRODUCER, RBC FESTIVAL OF CLASSICS (2000-2001)

- » assisted producer in all aspects of the company's administration
- » oversaw 3 box office locations and front of house
- » coordinated over 100 front of house volunteers

Awards

RECIPIENT, RYERSON THEATRE SCHOOL AUDIT STUB AWARD, 2001
For excellence in Theatre Administration

RECIPIENT, ZONTA CLUB OF OAKVILLE AWARD, 1999
For outstanding female achievement

Volunteer Work

GRAPHIC DESIGNER, BEREAVED FAMILIES OF ONTARIO–TORONTO, 2008

PUBLICITY AND MARKETING COORDINATOR, RICK HANSEN WHEELS IN MOTION OAKVILLE, 2004

references available upon request