

MARY ALEX DANIELS

ARTIST, LEADER, OPTIMIST

EDUCATION:

COLUMBIA UNIVERSITY, SCHOOL OF ARTS

MFA: Theatre Management & Producing

UNIVERSITY OF CALIFORNIA, LOS ANGELES

School of Theatre, Film, and Television

Bachelor's Degree in Theatre

Minor in Entrepreneurship

Graduated Cum Laude

Executive Representative for Theatre Class of 2021

SKILLS:

- Research and Technical Writing
- Copy Writing and Editing
- Team Building
- Teaching (School Grades K-12)
- Curriculum Development
- Website/UX Design (Responsive)
- SEO Analysis and Content Development (Google Analytics, Facebook Ads, etc.)
- Graphic Design (Canva, Adobe Suite)
- Microsoft Office Suite (Excel, Word, PPTX)
- Google Office Suite (Docs, Sheets, Slides)
- CRM Software (Tessitura, Ovation Tix)
- Brand Development
- Videography/Editing
- Slack, Hootsuite, Dropbox
- Piano, can read music

CONTACT:

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WORK EXPERIENCE:

PRODUCING ASSISTANT

Broadway & Beyond Theatricals | February 2023 - May 2024

- Collaborated with lead producers and third party agencies in creative and administrative tasks during pre-production and production of the Broadway run of *The Cottage*, the tour of *The Kite Runner*, and the pre-Broadway production of *Judgment Day* at Chicago Shakespeare Theatre.
- Developed financial projections for potential creative projects, managed production calendars and budgets, tracked communication with investors and creatives, and supported the producing teams on various tours and developmental productions BBT produces.
- Represented and reported on industry readings, developed investor pitch decks, designed branded gifts and internal content, and provided script coverage on potential projects.

MANAGER: RESEARCH & DEVELOPMENT

Theatrical Education Group, Los Angeles | 2017-2021

- Organized and executed a 'Final Showcase' timeline and budget with a production team of 20 and over 400 performers
- Spearheaded the transition to online learning by developing 40+ handouts and 50+ videos providing online artistic engagement to hundreds of students.
- Implemented a COVID safety plan to allow for 20 staff members and 150 students to participate in in-person acting classes over 8 weeks.

EXECUTIVE ASSISTANT - CHAIR OF THEATER MANAGEMENT

Columbia University / Steven Chaikelson, New York | 2022

- Managed the schedule, timeline, and execution of the Theater Administration course for graduate level theater producers at Columbia University.
- Provided administrative support on various tasks relating to the 2022 Broadway Revival of *Death of a Salesman*, including analyzing wrap reports and taking notes during preview performances.

WEBSITE DESIGNER

M A D Development | 2020-Present

- Proudly self taught website designer, launched agency in May of 2020. Since then, has executed the development and design of hundreds of websites.
- Provides responsive designs optimized for desktop/mobile, social media management, branding, logo design, reel editing, and copy writing.
- Highest Level of Verified Wix Partner and member of Wix Marketplace

GENERAL MANAGEMENT INTERN

101 Productions, New York | 2022

- Executed both general management and company management tasks across Broadway shows including *Dear Evan Hansen*, *Plaza Suite*, and *Macbeth*.
- Analyzed theater settlements, updated contracts, and organized weekly reports for the National Tours of *Pretty Woman* and *Dear Evan Hansen*.
- Kept accurate meeting minutes for various production & marketing meetings.

PRESS & PR INTERN

Boneau Bryan Brown Agency, New York | 2021

- Collaborated with a team of 15 in order to manage the press of dozens of Broadway and Off-Broadway shows (*Chicago*, *Six*) in all stages of development.
- Assisted with administrative preparation for preview/opening night performances and press events across different clients.