

MARY ALEX DANIELS

ARTIST, LEADER, OPTIMIST

EDUCATION:

COLUMBIA UNIVERSITY, SCHOOL OF ARTS

MFA Candidate: Theatre Management & Producing

Expected graduation Spring 2024

Member of Interdisciplinary Arts Council

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:

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

CONTACT:

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WORK EXPERIENCE:

PRODUCING ASSISTANT

Broadway & Beyond Theatricals | Present

-Collaborated with lead producers in creative and administrative tasks during pre-production and production of the Broadway run of *The Cottage* at the Hayes Theater.

-Provided script coverage on potential projects, managed production calendars, and supported the producing teams on various tours and developmental productions BBT represents.

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.

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.

FREELANCE WEBSITE DESIGNER

M A D Development | 2020-Present

-Proudly self taught website designer, launched agency in May of 2020.

-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

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.

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.

ARTISTIC DIRECTOR/EXECUTIVE PRODUCER*

Shakespeare Company at UCLA | 2018-2020

- *The Tempest*, *Macbeth*, *Richard III* (Radio Play) by William Shakespeare

- *The Sonnet Project* by Roderick Menzies, sonnets by William Shakespeare

- *The Beast* by Ryan Stevens, *Galatea* by Jacob Menke (World Premieres)

- *Evening of Shakespeare* (Annual cabaret fundraiser of Shakespearian excerpts)

*Full Producing Portfolio Available on Request