

# 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:

### THEATER OPERATIONS INTERN

#### Jujamcyn Theaters, New York | 2021-Present

- Managed Customer Service requests across 5 Broadway theaters, which included lost and found, enforcing COVID protocols, ADA seating, and more.
- Assisted House Managers at the Al Hirschfeld (*Moulin Rouge!*), St. James (*David Byrne's American Utopia*), and August Wilson (*Slave Play*) theaters in performing safety checks, managing patron safety, and ensuring a welcoming environment as audience members arrived at the theater.

### 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.

### FREELANCE WEBSITE DESIGNER

#### M A D Web Design, Los Angeles | 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, professional writing help.
- Verified Wix Partner, and member of Wix Marketplace

### DEVELOPMENT AND AUDIENCE RELATIONS INTERN

#### Antaeus Theatre Company, Los Angeles | 2020-2021

- Developed and produced virtual monthly donor events to maintain patron engagement. Assisted in monthly donor email blasts with company updates.
- Assisted the Director of Development in tracking grant applications, individual donations, and yearly budgets

### TICKET OPERATIONS INTERN: MARKETING DEPARTMENT

#### Center Theatre Group, Los Angeles | 2020

- Assembled ticket bundles for 3 equity theaters in Los Angeles to allow for sales. Managed budget spreadsheets to track ticket sale revenue.
- Assisted in facilitating communication between ticket operations, marketing, and customer service departments to ensure revenue.

### ARTISTIC DIRECTOR

#### The Shakespeare Company at UCLA | 2018-2020

- Led a company of over 60 artists, and assembled 2 seasons of 5 productions
- Produced and fulfilled the creative vision & finances of over 10 productions
- Orchestrated budget planning, marketing campaigns, and team management

### 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