

SKILLS

Writing, editing, art direction, project management, strategic planning, relationship building, photoshop, website management, leadership, public speaking, empathy, adaptability, efficient

EDUCATION

B.A.: Western WA U
Theatre Arts: Dramatic Literature & Performance

VOLUNTEERING

- Stage Manager, Northwest Children's Fund annual gala, April 2018, 2017
- Panelist, Regional Arts & Culture Council arts education project grant panel, December 2011
- Panelist, Oregon State Arts Commission Arts in Learning Grant Panel, May 2010, 2011

REFERENCES

- Sally Brunette
Mary's Place
Major Gifts Director
sally@marysplaceseattle.org
- Gillian Jorgensen
Book-It Repertory Theatre
Education Dir.
gillianj@book-it.org
- Annika Bennett
Book-It Repertory Theatre
Grants Coordinator
annikab@book-it.org

PORTFOLIO

<https://torriemc.journoportfolio.com/>

WORK EXPERIENCE

Director of Marketing & Communications

Book-It Repertory Theatre • Seattle, WA • 3.75 years

- Created and executed cohesive marketing and communications plan: content calendars, print schedules, press releases, advertising, and social media campaigns, etc.
- Created content/updates for website (Wordpress) and email communications (Emma)
- Generated sales reports and monitored digital sales path (Salesforce/PatronManager)
- Implemented brand strategies utilizing guidelines focused through an anti-racist lens
- Used metrics and strategic initiatives to inform decision-making
- Supervised communications, patron services, and front of house/box office staff
- Wrote and disseminated press releases and invitations, and arranged interviews
- Project managed publication of play programs and collateral material
- Reviewed all audience communications
- Created graphic design utilizing Adobe Creative Suite, as needed
- Participated in Seattle Center cohorts: Racial Equity, Community Engagement, Marketing

Marketing Specialist

Seattle Children's Theatre • Seattle, WA • 6 months (temporary contract)

- Curated and created content for social media, including Facebook, Instagram, Twitter
- Created and managed organization-wide social media plan and calendar
- Project managed publication of play programs
- Strategized communications and marketing campaigns
- Wrote and edited all audience communications

Marketer/Writer/Editor/Dramaturg

Freelance contractor • 10 years

- Script evaluator for Childsplay/WriteNow festival, 2016, 2014, & 2012
- Case study editor, 2014
- Writing personal projects—poetry and creative non-fiction, 2011-current

Community Engagement Manager

Artists Repertory Theatre • Portland, OR • 2 years

- Created editorial/dramaturgical material for play programs
- Wrote, edited, and designed study guides for each production
- Produced and hosted events, including post-play discussions and pre-show experiences
- Developed and fostered relationships and acted as community liaison
- Utilized Tessitura database to execute targeted e-blast communications
- Coordinated intern program and directly supervised interns as needed
- Planned and organized free student matinees

Literary/Publications Manager

Seattle Children's Theatre • Seattle, WA • 12 years

- Acted as managing editor, art director, and writer for publications
- Producer for SCT website redesign and maintenance
- Designed collateral materials, including resource guides, ads, and bookmarks
- Coordinated printing and distribution of promotional materials
- Produced special community projects and events
- Wrote a play script for the 09-10 season: *In the Northern Lands: Nordic Myths*
- Wrote speeches and program notes for Artistic Director
- Wrote organization/production materials, as needed
- Liaised with playwrights, agents, theatre professionals, media, community, and patrons