

CARI TURLEY

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Objective: To use my talent, passion, and experience to help further the mission of an innovative, forward-thinking organization in the arts industry.

Experience

Audience Development Manager, August 2010–present **Berkeley Repertory Theatre • Berkeley, California**

- Targets key community members to promote each of the ~10 plays per season, engaging them in special events (talkbacks, private receptions) and organizing group excursions
- Plans special events for underserved demographics, including finding event sponsors, advertising the parties, and hosting the events
- Coordinates student matinees and produces the K-12 teacher subscription campaign
- Increased Twitter followers by 1.5k in one year, designed several interactive lobby displays, and put Berkeley Rep in front of thousands of people at local street fairs
- Each season, brings in 7,000+ people through group sales, 2,000+ K-12 students, and at least 1,000 people to special post-show events

Audience Development Manager, October 2009–August 2010 **Magic Theatre • San Francisco, California**

- Developed strategies to bolster attendance and designed unique promotional events
- Solved patron problems and oversaw the daily operation of the box office
- Built community ties via daily engagement on social media sites

Operations Manager, December 2008–October 2009 **The Marsh, A Breeding Ground for New Performance • San Francisco, California**

- Managed large-scale projects such as a café remodel, the design and acquisition of several permanent outdoor signs, and over 100 theatrical productions
- Helped performers with their contracts, marketing efforts, and other needs
- Introduced social media capabilities including a virtual theater in Second Life and the first-ever Foursquare offer in San Francisco

Communications Director (and Interim Managing Director), July 2007–May 2009 **Rogue Artists Ensemble • Los Angeles, California**

- Gave radio/newspaper/book interviews, prepared press packets, and answered daily inquiries about the group
- Organized the annual Masquerade (fundraising/donor appreciation event)
- Composed the monthly newsletter, wrote all website copy, and edited the company blog

Editor, September 2006–November 2008 **Computer Economics • Irvine, California**

- Researched and wrote original content for *The Computer Economics Report*
- Copyedited every article (print and Web), advertisement, and newsletter
- Drafted biweekly email blasts to a list of nearly 20,000 subscribers

International Peer Advisor, August 2005–June 2006 **Center for International Education (UC Irvine) • Irvine, California**

- Founded and led in-house marketing team
- Made highly effective recruitment presentations to various campus groups

On-Air Host/Assistant Training Director, September 2002–June 2005 **KUCI 88.9 FM • Irvine, California**

- Hosted a weekly radio program and occasionally taught the training class

Skills

Clerical

PC and Mac operating systems, MS Office

Web

Google AdWords and Analytics, HTML, Wordpress, Joomla

Design

Adobe CS4, Flash

Social Media Strategy

Twitter, Facebook, Yelp, YouTube, Flickr, Foursquare, Tumblr

Databases

Tessitura, Theatre Manager, Vendini, FileMaker Pro, Quickbooks

Video

Final Cut Pro (7, X), After Effects, Maya

Specialties

Copywriting, group sales, audience development, event production, video editing, social media

Education

BA in Drama, 2006

University of California, Irvine
Cum Laude

Online

Portfolio, writing samples, artistic work, and more detail:

www.cariturley.com