

Cari Turley

949.293.5865 • cariturley@gmail.com

Summary:

- Years of experience working for organizations of all sizes in the entertainment industry, including theater companies, circuses, and radio stations
- Educated in the United States, United Kingdom, and Germany
- Proficient in MS Office, Adobe CS4, PC and Mac operating systems, HTML, Google AdWords and Analytics, Quickbooks, FileMaker Pro, multiple ticketing systems (Vendini, Brown Paper Tickets, Theatre Manager, etc.), video editing software (Corel VideoStudio, iMovie, etc.), and several database and content management programs (Joomla, Wordpress, etc.).

Education:

Bachelor of Arts in Drama (minor in Education), June 2006

University of California, Irvine

Graduated Cum Laude with a GPA of 3.8 on a 4.0 scale

Administrative Experience:

Audience Development Manager, October 2009–present

Magic Theatre • San Francisco, California

- Dual role as box office manager and marketing manager
- Bolstered our online presence via daily engagement on Twitter, Facebook, Yelp, YouTube, Flickr, Bushgreen, our blog, and other social media sites

Operations Manager, December 2008–October 2009

The Marsh • San Francisco, California

- Acted as the sole point of contact for performers, which included such duties as drafting contracts, listing tickets for sale on third-party box office systems, handling comp requests, managing group sales, offering promotional discounts, and more
- Engaged a young target demographic by introducing Web 2.0 capabilities including Twitter, a blog, a Facebook fan page, a virtual theater in Second Life, and a cutting-edge promotion utilizing the social media game Foursquare, leading to collaboration on a popular iPhone application and articles on CNN.com, Mashable, TechCrunch, and other well-trafficked sites
- Oversaw the complete remodel of the theater's café by managing 15 volunteers, selecting a new menu, and personally repainting and rebuilding the interior
- Spearheaded the design, acquisition, and installation of four large building signs
- Drafted the weekly newsletter, substantial Web content, playbill text, and more
- Secured a position for The Marsh in the Patron Manager beta program and helps to shape the development of a new, integrated ticketing/database system
- Wrote The Marsh's first comprehensive marketing plan in 20 years

Interim Managing Director, January–August 2008

Communications Director, July 2007–May 2009

Rogue Artists Ensemble • Los Angeles, California

- Managed relationship between company and key faculty at UC Irvine in the critical first year of artists-in-residency
- Organized annual Masquerade (fundraising/donor appreciation event)
- Coordinated all volunteers and interns
- Secured a Google Grant (free AdWords account) and monitored for optimum marketing impact; used Google Analytics to track SEO
- Gave radio/newspaper/book interviews, prepared press packets, and answered daily emails and phone calls about the group
- Maintained the company website (including the online store)
- Composed the monthly newsletter, wrote and posted all news articles for publication on website, and was the major contributor to the company blog
- Coordinated and published the monthly company podcast

- Created and maintained the extensive media gallery on the company website, designed the majority of graphic elements on the site (including Flash animations), and designed various promotional flyers, brochures, and merchandise

On-Air Host/Assistant Training Director, September 2002–June 2005

KUCI 88.9 FM • Irvine, California

- Hosted a weekly radio program (“Pirate Radio with Captain Cari”)
- Assisted the Training Director and occasionally taught the class in his absence

Artistic Experience:

Performance Experience

Highlights from 2002–2008

| | |
|-----------------------------|---|
| Featured performer | <i>2Gether</i> : MTV.com |
| Puppeteer | <i>Frankenstein!!</i> (ft. Michael York): Long Beach Opera/Rogue Artists Ensemble |
| Mother/Featured Puppeteer | <i>Mr. Punch</i> : Rogue Artists Ensemble |
| Sight (featured mask) | <i>Epiphany</i> : Son of Semele/Rogue Artists Ensemble |
| Magdalena (featured puppet) | <i>Changes</i> : Rude Guerilla/Rogue Artists Ensemble |
| Britannia the Clown | <i>Clown Show</i> : Eli Simon’s Clownzilla |
| Maid | <i>Così Fan Tutti</i> : Opera Pacific at OCPAC |
| Honey | <i>Who’s Afraid of Virginia Woolf?</i> : Univ. Kent, Canterbury |
| Bow-Wow | <i>Desire, Caught by the Tail</i> : University of California, Irvine |
| Amy (lead) | <i>Great Water</i> (sketch comedy): Univ. California, Irvine |
| Juliet | <i>Romeo and Juliet</i> : Bernal Ensemble |
| Ruth | <i>Blithe Spirit</i> : Santa Teresa Players |
| Maggie Dubois (lead) | <i>Soap Noir</i> (radio serial): BBC/Univ. Kent, Canterbury |
| Host | <i>Pirate Radio</i> , KUCI 88.9 FM |

Technical Experience

Highlights from 2002–2008

| | |
|---------------------------|--|
| Puppeteer/Puppet Designer | <i>Sound of Color</i> : Gap, Inc./Blind/Rogue Artists Ensemble |
| Workshop Instructor | <i>HYPERBOLE: (anti)gravity</i> : UC Irvine/Rogue Artists Ens. |
| Mask Designer | <i>Mr. Punch</i> : Rogue Artists Ensemble |
| Assistant Stage Manager | <i>Mr. Punch</i> : Rogue Artists Ensemble |
| Mask and Puppet Builder | <i>Frankenstein!!</i> : Long Beach Opera/Rogue Artists Ens. |
| Scenic Run Crew | <i>Blood Brothers</i> : University of California, Irvine |
| Propmaster | <i>Suburbia</i> : University of California, Irvine |
| Lighting (Hang and Focus) | <i>Hair</i> : University of California, Irvine |
| Costume Assistant | <i>My Fair Lady</i> : University of California, Irvine |
| Lead Foley | <i>Sorry, Wrong Number</i> : KUCI 88.9 FM |

Activities, Awards, Etc.:

- Won an LA Drama Critics Circle Award for mask design for *Mr. Punch* (2009)
- Featured extensively in a biography of Neil Gaiman (Prince of Stories: The Many Worlds of Neil Gaiman)
- Other companies worked with in an artistic capacity: MTV, Blind, Son of Semele, Rude Guerilla, Long Beach Opera, Opera Pacific, Circus Center, Culture Shock Theater Ensemble, The Theatre of All Possibilities, and others
- Trained in mask work, puppetry, acting (contemporary and classical), clowning, music (harp, saxophone, harmonica), dance, aerial skills, stagecraft, and design
- Attended theater management seminars administered by the National Arts Marketing Project (San Francisco), the 2009 Theater Communications Group Conference (Baltimore), the 2008 Network of Ensemble Theaters conference (New Orleans), and many others
- Dean of the Arts Student Council (2002–04), Drama Student Council (2003–04)
- Studied in Canterbury, England during 2004–05 academic year
- Recipient of prestigious awards including the Regents’ Scholarship, ArtsBridge Scholarship, and Governor’s Scholarship. Member of the Dean’s Honor List (2002–06) and Campuswide Honors Program; Golden Key eligible
- Knowledge of conversational German (formerly fluent)