

MATTHEW JARED LEE

SUMMARY

Experienced and highly motivated communicator specializing in arts and culture organizations. Proven track record as an independent self-starter with excellent communication and marketing skills. Leveraging 8+ years in various supervisory roles, adept at delivering data-driven results to achieve organizational goals while prioritizing relationships and captivating storytelling. Well-versed in performing arts organizations' administrative and artistic aspects, ensuring a comprehensive understanding of the industry. Diverse marketing experience in the professional, academic and community theatre environment. Proficient in managing multiple tasks with competing priorities. Demonstrates a creative mindset and unwavering enthusiasm for the non-profit and performing arts world while remaining committed to diversifying the workforce and upholding DEIA and Anti-Racism principles.

EXPERIENCE

Milwaukee Film <i>Milwaukee, WI</i> 2023 - Present	Digital Marketing Manager Oversee all written and visual content updates on Milwaukee Film website and social media. Execute digital marketing and advertising plans with the Communications Director and other stakeholders to drive effective and impactful results. Manages Milwaukee Film's Digital Coordinator, providing ongoing professional and personal development opportunities, along with overseeing the Digital Coordinator's work plan and portfolio. Leads customer service efforts in addressing issues Serves as a brand copywriter.
Scale Up Milwaukee <i>Milwaukee, WI</i> 2022 - 2023	Content and Marketing Manager Create content that informs and attracts stakeholders to the work of the initiative. Marketing responsibilities include developing a unifying and consistent narrative to communicate the objective, operation, and impact of Scale Up Milwaukee in support of the growth of the membership and sponsorship platforms. One-on-One marketing consultations for area small businesses. Project manager for marketing and communications projects, including collateral production. Drive impact through storytelling.
Milwaukee Repertory Theatre <i>Milwaukee, WI</i> 2021 - 2022	Associate Director of Marketing Investigate, strategize, develop, execute and measure new audience development plans and initiatives. Manage, market, and staff community nights program. Graphic Design support for marketing assets. Manage and staff external distribution of marketing materials. Point of contact for community partners and organizations.
Wayne State University - Theatre and Dance <i>Detroit, MI</i> 2017 - 2020	Marketing Lead - Office of Marketing and Audience Development Create, prepare, and implement marketing campaigns for individual productions. Budget marketing resources for season productions. Public Relations and Content Marketing. Audience Development. Departmental Development and Fundraising. Prepare Press Releases and Media Advisories. Schedule interviews and review opportunities with area press outlets. House Manager, Mentor, and Supervisor for undergraduate staff.
Northwest Children's Theatre and School <i>Portland, OR</i> 2014 - 2015	Teaching Artist Teaching Artist for After-school Young Players Creative Dramatics program and Title 1 Creative Dramatic program. Grades from 1st to 8th, including Title 1 "at-risk" classes of mixed grades. Lesson plan creation and implementation
Springfield 2nd Stage <i>Springfield, MO</i> 2007 - 2009	Producing Artistic Director Owner/Operator of 150-seat black box store front theatre. Season Planning and Budget. Bookkeeping including AP/AR, Contracts. Operating Budget, Marketing Budget. Content Creation and PR

EDUCATION

Wayne State University 2017 - 2020	M.F.A. Theatre Management <i>Detroit, MI</i>
University of Portland 2011 - 2014	M.F.A. Directing <i>Portland, OR</i>
Missouri State University 2004 - 2008	B.S.ed Speech and Theatre Education - Theatre Emphasis <i>Springfield, MO</i>

SKILLS

- Adobe Creative Suite
- Email Marketing (*Mailchimp, Constant Contact*)
- Social Media Platforms
- Customer Service and Donor Relationship experience
- Experience with project management software (*Slack, Basecamp, Teams*)
- Excellent written, verbals, and interpersonal communication skills
- Experience in Hybrid/WFM
- Experience with handling sensitive and confidential information.
- Working, creating, and maintaining budgets.
- Experienced with Word Press, Squarespace, Kentico web platforms
- Experience with CRMs (*Tessitura, Salesforce, HubSpot*)
- Mac and Windows OS
- Google Suite
- Microsoft Office
- Experienced Speech and Theatre Educator