

EXPERIENCE

- 2006** **Aurora Nova Venue. Edinburgh Festival Fringe. Edinburgh, Scotland**
Director, Public Relations and Marketing
Supervised a staff of three to oversee all press and marketing efforts for the most prestigious physical theatre venue at the world's largest international arts event, with over 1.5 million tickets sold annually.
- Reviewed, edited, compiled, advertising and promotional materials, and tracked media coverage for 14 separate productions from six countries during the venue's most-ambitious and financially successful season to date.
 - Press Liaison between all media and over 150 performers and musicians. Coverage included major newspaper and magazine features, television appearances, and five major festival awards.
- 2002 & 2005** **Southside Venue. Edinburgh Int'l Fringe Festival. Edinburgh, Scotland**
Public Relations and Marketing Director
Supervised a staff of three to oversee all press and marketing efforts for one of the largest venues at the world's largest and most famous international arts event, with over 1.5 million tickets sold annually.
- Reviewed, edited, compiled, advertising and promotional materials, and tracked media coverage for 21 separate productions from six countries.
 - Press Liaison between all media and over 250 performers and musicians.
 - Initiated and coordinated networking events for performers, producers, and directors. Created new marketing initiatives including one that received an award for best new initiative on the Fringe.
- 2003** **Williamstown Theatre Festival. Williamstown, MA**
Director of Public Relations and Marketing
Oversaw all aspects of public relations, marketing, and advertising for the Tony Award-winning Williamstown Theatre Festival.
- Mounted highly successful publicity campaign for a season including five main stage shows, four second stage shows, four cabaret shows, a new reading series, a free theatre program, a youth education program, and numerous special events. Secured an enormous amount of coverage locally, in the New York, Boston, and Albany areas, on television, and online.
 - Created and oversaw print and radio advertising schedule for all main stage shows. Supervised creation of all print ads. Forged new trade arrangements with other arts organizations.
 - Primary contact with all media and liaison with all performers, directors, musicians, authors, and management.
 - Initiated several new programs, including a campaign to collect 3,000 customer e-mail addresses and the creation of a weekly e-mail newsletter.
 - Concentrated on garnering press attention for many of the sold out performances, including the second stage and the cabaret in order to create strong institutional visibility in preparation for the 50th Anniversary of the theatre and the opening of two new theatres in 2005.

2002 -
2003

**John F. Kennedy Center for the Performing Arts. Washington, DC
Management Fellow, Vilar Institute**

Awarded Arts Management Fellowship from a pool of over 200 candidates from 50 countries. The arts management residency at the world's largest performing arts presenting organization included daily management seminars in strategic planning, development, marketing, and finance conducted by President (Michael Kaiser) and Vice Presidents of the Center. Additional professional development seminars included accessibility, artistic programming, legal issues, negotiations, unions, arts education, media relations, and board relations. The Kennedy Center presents and produces over 3,000 performances yearly, with an annual budget of \$125MM. Contributed to the following areas and projects during my tenure:

- Youth and Family Programming (YFP) - Created production budgets for educational programming (Annual budget \$2.5MM). Adapted and drafted customizable boilerplate contracts for YFPs Commissioning, Author, and Licensing Agreements.
- Public Relations, Millennium Stage (MS) - Wrote press releases, created monthly performance calendars for internal and external distribution, and was primary contact with press for MS, part of the Performing Arts for Everyone initiative offering free entertainment 365 days/year.
- Grants and Sponsorship Fundraising for the \$1.5MM French Festival. Created preliminary fundraising plan for overall and individual event sponsorship. Identified and cultivated relationships with major corporations
- Educational Programs Coordinator/Public Relations for National Symphony Orchestra's two week North Dakota residency.

1995-
2002

**Paul Szilard Productions, Inc. New York, New York
Senior Associate**

International booking agent and presenter for major dance companies and representative for the rights to numerous ballets.

- Negotiated with International Promoters, Presenters, and Festivals, for appearances by Alvin Ailey American Dance Theater (the world's most widely toured dance company), Universal Ballet of Korea, and American Ballet Theatre.
- Prepared and drafted approximately \$1MM in contracts annually.
- Negotiated domestic and international performance rights for George Balanchine's *Symphony in C* and the ballets of Alvin Ailey.
- Managed escrow account and expenditures in connection with Universal Ballet's tours in Greece, Great Britain, and the United States.
- Calculated and distributed all funds to dance companies, agents, and choreographers.
- Interviewed, hired and oversaw Public Relations and Marketing agencies for Universal Ballet Company's appearances in London, Los Angeles, Washington, DC, and New York City and Madrid's Ballet Victor Ullate in New York City and Miami.

1999-
present

**Paul Lucas Productions, LLC. New York, New York
President**

Produced and general managed full-scale productions, staged readings, events, and performance workshops.

Oversaw varying aspects of the following productions, readings, and workshops from planning stage to final production. Responsibilities included hiring and supervision of staff, casting, overseeing press and marketing, creating and overseeing of all budgets, rental of rehearsal space and venues, equipment rental, creation of program, union negotiations, and general management for the following productions and events:

Floating, Producer/Press and Marketing Representative

Barrow Street Theatre, New York, NY; February/March 2007

- Produced the US premiere of the Total Theatre Award-winning play in association with Cambridge UK-based Hoipolloi Theatre Company for a sold out run during Wales Week 2007. Sponsored by Arts Council England and the Welsh Assembly.

***What I Heard About Iraq*, co-Producer/Press Representative**

The Pleasance, Edinburgh Festival Fringe; August 2006

- Verbatim play, adapted for the stage by Simon Levy from Eliot Weinberger's controversial London Review of Books article. Received Scotsman Fringe First Award and continued on to a seven week UK tour and a licensing deal in Australia.

***Taylor Mac*, Producer/Press Representative**

The Underbelly, Edinburgh Festival Fringe; August 2006

- Solo show featuring political drag performance artist and musician Taylor Mac. Received Herald Angel Award and continued on to a five month tour of the UK, Australia, Canada, France, Sweden, and Ireland.

***When Aunt Daphne Went Nude*, Producer/General Manager**

The Mint Theatre, New York, NY; October/November 2004

- British drawing room comedy written by Miriam Jensen Hendrix and starring Broadway veterans Lucille Patton, and Patricia Hodges. Production was taped for Lincoln Center Library for the Performing Arts.

***Kafka's The Metamorphosis*, Promoter**

Prague Fringe Festival & Edinburgh International Fringe Festival, June & August 2004

Theatre at Chipping Norton, Rondo Theatre (UK), Ruhrfestspiele Recklinghausen (Germany)

- Physical theatre and film adaptation of the Kafka novel, presented at two major international fringe festivals. Secured venues, oversaw contracts, press, marketing, and advertising. Exclusive liaison with all press and promoters.

***that Woman: Rebecca West Remembers*, Producer/General Manager**

manhattantheatresource, New York, NY, March 2004, Greenwich Arts Council, Greenwich, CT; October 2004 Spinoza Lyceum & Polanen Theater, Theatre Pepijn, The Netherlands; February 2005

- Solo show written by Carl Rollyson, Helen Macleod, and Anne Bobby. Featuring Ms Bobby (*The Real Thing, Born on the Fourth of July*). Based on the life of famed British author Rebecca West. An excerpt of the play was reprinted in the *New York Times*.

***Son of Drakula*, Co-Producer**

Dance Theater Workshop. New York, NY; October/November 2002

- One-man show by OBIE Award winning writer/performer David Drake (*The Night Larry Kramer Kissed Me*). Subsequent productions played in San Francisco, Anchorage, and Zagreb (Croatia).

***TimeSlips*, Producer/General Manager**

HERE Performing Arts Center. New York, NY; October/November 2001

- Critically-acclaimed play at the center of a project inspired by stories created by adults living with dementia that incorporated play, art exhibit, and training workshops. Formed teams for overall project as well as play. Author has been awarded \$450K grant for PBS documentary on aging.

***50 Minutes with Harriet & Phillis*, Producer**

The Cherry Lane Alternative. New York, NY; February 2001

- Two-woman show, written and performed by Pulitzer Prize-winning *New York Times* cultural critic Margo Jefferson and Choreographer/Performer Francesca Harper. Originally developed in Cambridge, Mass., under the auspices of Anna Deveare Smith.

Nosferatu, Producer/General Manager

HERE Performing Arts Center. New York, NY; May/June 2000

- Sold-out adaptation of the silent classic film, featuring 23 actors, including Klaus Kinski's son Nikolai in the title role. The production has gone on to Telluride, CO and a three-city tour of India.

Flyer, Producer

Six Figures Theatre Company. New York, New York; October 1999

- 15 character show, featuring Tandy Cronyn, that told the story of the 13 women who tried to enter NASA's Astronaut Training Program in the early 1960s. Published by Samuel French.

Messages for Gary, Producer/General Manager

New York International Fringe Festival. New York, New York; August 1999

- 51 character play about the life and death of gay activist Gary Lucek, as told entirely through his answering machine tapes. Featured eight actors, including John "LYPSINKA" Epperson."

Back Stage Bistro Awards, Event Coordinator

The Supper Club, New York, New York; 1995 – 2000

- Annual awards ceremony for cabaret sponsored by Back Stage, the performing arts weekly.

**1992 -
1995**

**American Cabaret Theatre/ Ligeti Artist Management. New York, NY.
General Manager/ Assistant to the Producer**

Off-Broadway Theatre and touring production company specializing in cabaret performers.

- General Managed two off-Broadway productions.
- Oversaw staff of six, wrote and negotiated contracts for all performers.
- Designed promotional materials, placed advertisements, and company managed productions.
- Promoted and booked cabaret artists and revues throughout the United States.

1991

Gatchell & Neufeld. New York, New York

Office Manager - Broadway General Management Company.

Established Broadway, off-Broadway, and touring General Management Company.

- Oversaw daily operations of 12 person office.
- Managed 15 bank accounts. Assisted with investor distributions for all shows.
- Assisted Mr. Gatchell & Mr. Neufeld on Broadway premieres of *La Bete*, *And the World Goes 'Round*, and *Crazy For You*.

**1989 -
1990**

Creative Faires. New York, New York.

Public Relations/ Assistant to the Producers.

Producer of the New York Renaissance Festival, with over 500 employees and 250,000 visitors annually.

- Primary contact for cable television and newspapers.
- Coordinated interviews and coverage
- Wrote press releases, performer profiles, articles for press kit and program.
- Helped plan and organize special events with over 75 performers.
- On-site assistant to producers, overseeing 200 craftspeople, planning logistics, and selling ad space in festival program.

EDUCATION

Bachelor of Arts in English Literature, Magna Cum Laude.
Fairleigh Dickinson University, Teaneck, New Jersey

- Student Representative, Departmental Policy Committee
- Student Representative, Liberal Arts Faculty Status Committee
- President, Student Experimental Theatre

Commercial Producing Intensive (14 weeks).
Commercial Theatre Institute, New York, NY

AWARDS & GRANTS

First annual scholarship to the Commercial Theatre Institute, New York City 2001
Vilar Fellowship in Arts Administration, The Kennedy Center, Washington, DC 2002/3
Writing Residency, Dorset Writer's Colony, Dorset, VT 2004 & 2005
Francis Alexander Foundation Grant for Screenwriting 2005 & 2006
Three Weeks Award, Best New Initiative on the Fringe 2005 (Edinburgh)
Fringe First Award, *What Heard About Iraq* 2006 (Edinburgh)
Herald Angel Award, *The Be(a)st of Taylor Mac* 2006 (Edinburgh)
Argus Angel Award, *The Be(a)st of Taylor Mac* 2007 (Brighton)
Latest Award (Best Show), *The Be(a)st of Taylor Mac* (Brighton)
Fringe Review Tea Pot Award, *The Be(a)st of Taylor Mac* (Brighton)

INTERESTS

Acting, Singing, Travel, Writing, Scuba Diving, Cooking.