

LEADERSHIP POSITIONS IN THEATRE

ARTISTIC DIRECTOR**Live Arts**

Charlottesville, VA | 09/11 – 06/16

Within a dual-leadership model, drove the artistic life of the Charlottesville region's boldest theatre, with the mission of forging theatre and community. While overseeing two theatres within our four-story space - selected the eclectic seasons; engaged creative & production teams; produced 7 mainstage productions while encouraging the highest artistic quality; inspired artistic and educational development through programs such as the Readers Circle, Playwrights Lab, Melanin, and audience talkbacks. Led the recruitment, engagement, and mentoring of 700+ company members and volunteers. Liaised with the energetic Board and broader community. Directed annual building-wide gala, a 7-hour extravaganza featuring 100+ performers entertaining 300 guests, plus a mainstage show. Actively budgeted and practiced financial oversight. With the ED, managed the education program and a staff team of 8-10 as well as directed long range visioning. Ensured marketing, PR & branding reflected artistic vision and mission.

- Increased subscriptions by at least 16% each season. In 2015, 75% over projections
- Created new programming to increase Company Member participation and audience engagement under the banner of THE FOUNDRY including New Works on Fire, Salon-A-Go-Go, and Late Nights – adding 1500+ audience members and 500+ new artist participants each season from Foundry programs
- New play development blossomed: 13 New Works on Fire full-length play workshops; 4 multi-play productions featuring 32 short new works; five 24/7 productions featuring 35 new plays; a revitalized Playwrights Lab; a new radio plays program; and 21 Mainstage Regional Premieres
- Significantly broadened multi-ethnic and youth participation of artists, audiences, and learners through sustained outreach and programming
- Education program participation and income tripled during our tenure
- Oversaw the renovation of our front-of-house and a large theater's balcony removal
- Celebrated LA's 25th Anniversary in 2015/2016, welcoming our largest audiences ever

**INTERIM PRODUCING DIRECTOR /
MANAGING DIRECTOR /
& ARTISTIC ASSOCIATE****Southern Rep Theatre**

New Orleans, LA | 07/08 – 09/09

Temporarily moved to New Orleans to helm the region's premiere professional theatre during transition of new artistic director. Managed accounting, budgeting, and financials; marketing, press and public relations; patron services; volunteer coordination; educational outreach and Academy SRT classes; Board development; event planning; as well as fundraising. (Named Managing Director when AD given title of Producing AD.)

- During tenure, budget jumped by ~\$125,000 to \$950,000
- Finished FY08 (start of the "The Great Recession") in the black
- Increased subscriptions by \$12,000 over previous season by date of departure
- Implemented overhaul of accounting systems and box office record keeping
- Introduced telesales and instigated season-long audience survey
- Originated re-branding campaign in response to survey & began website overhaul
- Brainstormed/managed new fundraising annual event, raising attendance by 200+
- Obtained increased funding from the NEA and the Shubert Foundation
- Helped launch: two National New Play Network Rolling World Premieres; a late-night series; the annual New Play Riot Bacchanal festival; and, a play development group

ASSOCIATE ARTISTIC DIRECTOR**Vital Theatre Company**

NYC | 03/03 – 03/05

Volunteer | '01 – '03

Assured the smooth running of Vital's Off-Broadway McGinn Cazale Theatre and, previously, three-space Off-Off-Broadway home on Theatre Row. Assisted in choosing the season and new play development. Besides artistic duties, managed marketing & PR, event planning, audience & board development, financials, and served as web master.

- Managed theatre during summer months while Artistic Director did summer stock
- Charged with finding and nurturing artists
- Produced or co-produced Mainstage productions plus 3 multi-week new play festivals
- *As Volunteer*. Contributed expertise in Board development, long-range planning, and fundraising. Constructed prospective Board member information packet, initiated dance-party FUN-Raisers to engender community and raise funds, pinpointed best foundations & corporations to solicit. And, made theatre.

ASSOCIATE ARTISTIC DIRECTOR

Reckless Theatre Company
NYC | '99 – '02

Part of a triumvirate that led a 15-member Off-Off-Broadway theatre company including actors, directors and playwrights dedicated to producing new plays and neglected classics. Shared artistic decisions and producing responsibilities, guided long-term planning, while facilitating growth.

LAB PRODUCER & ASSOCIATE BOARD MEMBER

Circle Repertory Company
NYC | '94 – '95

Produced two new plays in the Circle Rep Lab. Developed an Associate Board of younger artists and theatre lovers to help save the venerable Off-Broadway company during its last years. Raised several thousand dollars through all-day play marathons and instituted singles mixer nights.

ACTING MANAGING DIRECTOR

Voice & Vision
NYC | '92 – '93

Worked with the theatre's two leaders to develop the company into a recognized producer of intriguing theatre by women. Implemented systems for information dissemination and day-to-day functioning. Resigned to pursue directing studies.

CO-ARTISTIC DIRECTOR & GENERAL MANAGER

Performance Network
Ann Arbor . MI | '90 – '91

Co-planned season, produced, and trained guest producers for this 120 seat non-profit theatre. Supervised financial management. Handled contract negotiations. Recruited & directed volunteers. Provided assistance in fundraising, marketing, & audience development.

- *88 – 90 Volunteer* . Co-producer, SM, crew, costume design, and properties master

ASSOCIATE MANAGING DIRECTOR

Ann Arbor Repertory Theatre
Ann Arbor . MI | '88 – '90

Performed producing and management functions for a fledgling equity theatre, including financial management, fundraising, and marketing. Substituted for and assisted Managing Director in day-to-day operations. Worked closely with the Board and staff to create five-year strategic plan.

- Produced playwriting & educational youth theatre workshops and their performances

OTHER ARTS MANAGEMENT POSITIONS**ARTS MANAGEMENT CONSULTANT**

Louisville Arts Community
Louisville . KY | 01/10 – 07/11

Advise, train, and mentor the leaders of smaller not-for-profit arts organizations as well as take on discreet projects. Create entrepreneurial, mission-driven management solutions.

- River City Drum Corp . Researched and wrote NEA/NIH grant application for The National Arts and Humanities Youth Program Award. Consolidated 20 years of participant and audience statistics. Devised national recognition campaign.
- Generation I-Speak . Advised on budget creation, giving program, database management, and Board development for a three year old arts education program

PRESENTER COORDINATOR

NYC Innovative Theatre Awards ("IT" Awards)
NYC | 06/05 – 09/05

For this inaugural celebration of Off-Off-Broadway theatre, handled the sometimes delicate task of negotiating between the writer and the over 20 star presenters while coordinating their presence and enjoyment.

- Presenters included Marian Seldes, John Guare, and Kathleen Marshall, among others, with the divine Charles Busch as host

SCRIPT-WRANGLER/SUPERVISOR

Drama Desk Awards, 2000
NYC | 01/00 – 05/00

Worked with the producers, writer Rich Orloff, and director Jeff Kalpac, to produce the most effective script for these televised theatre Awards. Responsible for script creation, dissemination, and day-of-show real-time edits.

RESEARCHER/WRITER

Stage Directors Handbook
NYC | '97 – '98

Researched five chapters for a book produced by the Stage Directors and Choreographer's Foundation, published by Theatre Communications Group (TCG). Interviewed regional theatre Artistic Directors and penned assistant directing essay. David Diamond and Terri Berliner, editors.

J U L I E H A M B E R G

ARTS MANAGER

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DIRECTOR OF MARKETING AND PUBLIC RELATIONS

New Haven Symphony Orchestra

New Haven . CT | '91 – '92

Charged with motivating \$700,000 in ticket sales for an orchestra with a budget of \$2 million. Formulated departmental strategic plan, annual budget, and media buying. Actualized subscription and single ticket campaign through direct mail and telemarketing. Managed outside PR firm. Oversaw box office. Organized educational youth concert promotion, guidebook, and ticket sales. Liaison for Marketing, Education, and Centennial Board Committees.

- Surpassed single ticket sales goal by 18%. Subscription sales up 47% for '91-'92 season (due to innovative free Symphony Chocolate Bar incentive re-subscribe campaign)

DIRECTOR OF MARKETING

Artrain Museum

Ann Arbor . MI | '89 – '91

*Promoted from
Development Coordinator
within 11 months*

Maximized booking of tour, attendance, and visibility of the nation's only touring museum in a train. Handled community promotions, advertising, media relations, and event planning. Organized corporate, foundation, and individual donor solicitations. Directed special events and premium programs.

- Coordinated \$300/per plate fund-raiser, garnering \$32,000 in 1990
- Co-wrote successful proposals, including state and federal grants and \$50,000 Chrysler Corporation Fund sponsorship package

COMPUTER COMPETENCIES

Salesforce / Patron Manager . Tix . FileMaker . Word, Excel & PowerPoint (expert: 10 years desktop publishing experience at investment banks in NYC) . QuickBooks (Nonprofit) . Adobe Photoshop (proficient) . various e-newsletter programs

Directing Resume and Producing History available upon request