

## Summary

A highly adaptable multi-disciplinary arts and entertainment professional with over 10 years of experience in producing, live event management, public and press relations, communications, and marketing. A natural leader and dependable collaborator who is recognized for creative problem solving, positive team building, and dynamic management.

## Producing

### Producing Artistic Leader/Co-founder The Song Collective 2019-Present

- Creating development and performance opportunities for emerging artists of color and supporting works that subvert preconceptions of Asian Americans and reclaim the Vietnamese American narrative
- Exceeded our first crowdsourced fundraiser goal and secured multiple grants in 2020
- Featured in Theatre Center Group's 3rd Annual Theatres of Color celebration
- Successfully produced a benefit reading of *Vietgone* by Qui Nguyen, raising funds for the National Network for Immigrant and Refugee Rights in response to the Syrian refugee crisis
- Facilitated development and presented a public reading of Preston Choi's *This is Not a True Story*
- Conceived *Collective Stories*, a digital multimedia storytelling event, showcasing Vietnamese artists exploring identity and culture that generated donations for RAISE's UndocuWorkers Fund

### Producer/Co-Host Not so Ancient 2018-2019

- Launched a podcast amplifying the Asian American theatrical cannon
- Structured the programming for each episode and collaborated on guest host outreach
- Took lead on sound engineering for each episode including editing and distribution
- Headed promotion through social media channels

### Freelance Line Producer 2017-Present

- Oversaw and managed developmental readings of new works
- Initiated casting process in collaboration with playwrights and directors
- Organized new page printing systems for rehearsals
- Promoted public readings with email blasts and social media

#### Developmental Readings

<i>tot: THE UNTOLD, YET SPECTACULAR STORY OF (a filipino) HULK HOGAN</i> by Victor Maog	2g Second Generation Productions
<i>Bald Sisters</i> by Vichet Chum	2g Second Generation Productions
<i>Hot Asian Doctor Husband</i> by Leah Nanako Winkler	Theater Mu
<i>God Said This</i> by Leah Nanako Winkler	2g Second Generation Productions

## Arts Administration

### Press Communications Artists at Play 2016-2019

- Revamped organization's media and communications efforts for events and productions
- Collaborated with producers to revitalize press contacts in the Southern California area and nationally
- Secured the milestone of Artists at Play's first Los Angeles Times feature and production review

### Public Relations Assistant South Coast Repertory 2013-2016

- Streamlined press packets into digital formats, expanded press lists, and formed new relationships with local media
- Increased copy writing/editing responsibilities and took on half of the season's production communications
- Composed and edited materials including: SCR blog stories, institutional articles, press releases, email copy, and internal newsletters
- Managed the digital photo archive and was archivist for publications during each season
- Supported the Development department by taking on Opening Night donor photography

### Director of Marketing Shakespeare/Summerfest Orange County 2013-2014

- Managed press communications, strategized social media postings, coordinated grassroots efforts in the community
- Identified local neighborhoods to expand audience demographics and community partnerships
- Implemented optimization of social media, launched the organization's Twitter account, and maximized facebook ads increasing reach and targeting of demographics
- Forged relationships with local restaurants for cross promotion, table tents, and promotional material placement

## Arts Administration

**Assistant  
Marketing Director**  
CSU Fullerton,  
Department of  
Theatre & Dance  
2010-2013

- Executed marketing strategies for 20+ theatre and dance productions
- Delivered an increase of 50% in season subscribers during the 2011-12 season
- Trained the incoming graduate student during the 2011-12 season, facilitating both undergrad and graduate office roles during the transition
- Cultivated social media pages, coordinated mailings, and supervised undergraduate students working for class credits
- Implemented digital marketing kits to easily and effectively publicize productions with creatives, cast, and crew personal social media channels and email lists
- Confirmed program information and corresponding copy for various productions

## Production

**Freelance  
Stage Manager**  
2013-Present

- Featured in American Theatre Magazine's "Role Call: People to Watch" list, December 2018
- Extensive experience and commitment in new work development
- Easily adjusts to varying levels of resources and production support
- Exhibits adaptability working with seasoned professionals, students, or early career artists
- Practices an anti-oppressive and inclusive style of management

### Full Productions

<i>Bright Colors and Bold Patterns</i>	Form Theatricals	PSM	Dir. Michael Urie
<i>Black Inscription: A Multi-Media Concert</i>	HERE Arts Center	PSM	Dir. Mark DeChiazza
<i>The Two Kids That Blow Shit Up</i>	Artists at Play	PSM	Dir. Jer Adrienne Lelliot
<i>Spell #7</i>	The New School	PSM	Dir. Nigel Semaj
<i>Pony Up</i>	The New School	PSM	Dir. Andrés López-Alicea
<i>57 Chevy</i>	Latino Theatre Company (Premiere) Tour: San Francisco, San Jose, Houston, Denver	PSM	Dir. Valerie Dunlap
<i>Nomad Motel</i>	The Atlantic Theatre Company	ASM	Dir. Ed Sylvanus Iskandar   PSM Kara Kaufman
<i>Medea</i>	BAM	Sub ASM / PA	Dir. Simon Stone   PSM David Lurie-Perret
<i>Soft Power</i>	The Public Theater	PA	Dir. Leigh Silverman   PSM David Lurie-Perret
<i>The Cake</i>	Manhattan Theatre Club	PA	Dir. Lynne Meadow   PSM Stephen Ravet
<u>Development &amp; New Works</u>			
<u>Workshops</u>			
<i>MJ, the Musical</i>	Bespoke Theatricals	PA	Dir. Christopher Wheeldon   PSM Julia Jones
<i>Looking at You</i>	BRIC House	PSM	Dir. Kristin Marting
<i>Assembled Identity</i>	North American Culture Lab	PSM	Dir. Kristin Marting
<i>Have Sari. Will Travel!</i>	Rising Circle Theater Collective	PSM	Dir. Awoye Timpo
<u>Readings</u>			
<i>Tootsie</i>	Bespoke Theatricals	PA	Dir. Scott Ellis   PSM Brian Bogen
<i>For Black Trans Girls Who Gotta Cuss a MFer Out When Snatching an Edge Ain't Enough</i>	Woolly Mammoth/ Joe's Pub	ASM	Dir. Paige Hernandez   PSM Fatimah Amill
<i>Wish You Were Here</i>	Page 73	PSM	Dir. GT Upchurch
<i>Richard and Dick and Jane and Sally</i>	The Playwrights Realm	PSM	Dir. Taylor Reynolds
<i>Cambodian Rock Band</i>	South Coast Repertory	PSM	Dir. Joshua Brody

\*Selected Credits

## Education & Awards

**California State University, Fullerton**  
Bachelor of Arts, Theatre  
Design & Technical Production Emphasis

- KCACTF National Stage Management Fellowship 2013 Recipient
- College of the Arts Distinguished Commencement Speaker 2013

**artEquity National Facilitator Training**  
2018 Cohort

- Explored the challenges and successes of addressing issues of equity, diversity, and justice within arts institutions in two intensive retreats

**Anti-Racist Theatre: A Foundational Course**  
Summer 2020

- Delved into the three core principles of anti-racist theatre: harm reduction, harm prevention and relationship repair