

Noelle McCabe

Theatremaker and Communications Professional
Seattle, Washington

Current

Publications & Digital Content Manager, Seattle Rep

January 2016 - Current

- Oversee all print publications for the entire organization including Encore show programs, lobby dramaturgical materials, other programs, rack cards, brochures, postcards, Play Guides, mailings, etc.
 - Write and edit all applicable pieces
 - Manage graphic design team schedule and workload
 - Manage relationships with all printers
 - Collaborate with other departments for their print needs
- Implement all email communications
 - Write all Marketing & Communications emails
 - Collaborate with other departments for their email needs
- Write and review all web content updates for web team to implement
- Supervise the Marketing & Communications Coordinator
- *Past staff positions held at Seattle Rep: Marketing & Communications Manager, Marketing & Communications Project Manager, Marketing Coordinator, Marketing Associate*

Communications Manager and Founding Member, Albatross Theatre Lab

August 2018 - Current

- Oversee all financial, artistic, and producing decisions as a member of the seven-person leadership team
- Create and execute marketing and communications plans for all productions, events, etc.
- Manage all social media platforms (Facebook, Instagram, Twitter)
- Write and distribute press releases
- Write and distribute all public email communications
- Design and create all show programs in accordance with publisher/artist contracts
- Primary website content manager
- Assist with planning for events including an annual fundraiser, season-long staged reading series, and other community engagement events
- Create social media graphics from scratch or manipulate previously-designed graphics to meet needs

Other Relevant Work Experience

Marketing & Communications Consultant, Penguin Productions (WA)

January 2018 - March 2019

- Managed all social media platforms (Facebook, Instagram, Twitter)
- Fully redesigned the company website and managed all website content and updates
- Led GiveBIG 2018 fundraising campaign, raising over \$8,000 and significantly surpassing fundraising goals
- Wrote and/or compiled all email communications
- Designed and created all show programs, flyers, and other print/digital pieces as needed (Canva, Microsoft Publisher)

Full-Time Summer Administrative Assistant, Children's Theatre of Charlotte (NC)

May -

August 2014

- Provided excellent customer service for the CTC Education Department and its summer programming of 2,000+ students
- Communicated via email, phone, and in-person interactions with parents, teaching artists, and students
- Generated student rosters using Talisma Donor2, Excel, and Word Mail Merging
- Created signs, programs, reminder hand-outs, showcase invitations, educational supplement hand-outs, and more (Microsoft Publisher)
- Operated technical theater elements for student camp showcases (basic board operating - lights and sound)
- Assisted in the intensive pick-up/drop-off procedures, escorting students from the theater to their families

Publicity Team, St. Olaf College Theater Department (MN)

September 2011 – May 2015

- Worked as a member of a team and also individually
- Created programs for theater performances
- Conceptualized and executed creative displays advertising upcoming performances
- Posted fliers in neighboring areas and notify local newspapers of upcoming events

Leadership Experience

Director of PR/Marketing, Deep End Productions (MN)

September 2013 – May 2015

- Commissioned all publicity material (posters, programs, tickets, headshots, video promotions)
- Worked with directors and commissioned artists to complete publicity materials
- Supervised the implementation of publicity materials (hanging posters, Tightrope)
- Publicity via social media (primarily Facebook)
- Managed ticket sales with the Business Manager
- Coordinated archive efforts (production photos, videotaping, electronic filing of posters, programs)

PR/Marketing Committee, Making It In The Arts Conference (MN)

September - October 2013

- Formulated and enacted a marketing plan to drive conference attendance. Over 200 students registered and over 20 panelists presented
- Designed promotional materials and advertisements (posters, programs, online banners)
- Managed social media (Facebook) and oversaw the implementation of publicity materials (Tightrope, hanging posters)

Internship Experience

Marketing Intern, Seattle Rep

September - December 2015

- Lead of internship recruitment planning, execution, and communication for the Professional Arts Training Program. Duties include: managing multiple internship database accounts and job postings online, updating and archiving college contacts, presenting an analysis at the end of the process tracking application rates
- Write show-related patron communications, including Seattle Rep's virtual concierge (for both the standard patron and educators), monthly e-newsletters, pay-what-you-can announcements, and copy for lobby displays
- Compile of internal communications, including the staff newsletter ("The Cue Sheet")
- Compile and write copy for Seattle Center, writing copy for: updates to our digital reader-board, Seattle Center Quarterly Events brochures, and other marketing materials
- Marketing liaison to the Artistic and Education Department. Duties include: coordinating Play Guides for educators surrounding each production, commissioning education materials for internship recruitment efforts, contributing to Education and Community Engagement meetings
- Research co-promotional opportunities and grassroots marketing efforts for each production
- Lead on coordinating Gregory Award nomination forms and nominator ticket reservations
- Lead of the official Seattle Rep blog. Duties include: writing posts, commissioning writers, and monitoring comments

Administrative Intern, Seattle Children's Theatre

May - August 2013

- Provided excellent customer service for the SCT Education Office and its summer programming of 2,200+ students.
- Communicated through email, phone, and in-person interactions with parents, teaching artists, students, partnership arts organizations, etc.
- Managed schedules and databases (Microsoft Outlook, Tessitura, Excel).
- Participated in theatre education training and attended professional development sessions to further theatre and teaching skills (topics included working with autistic students and teaching improvisation to young students).
- Managed the summer morning and evening extended care programs at the theatre.
- Recorded, distributed, and archived meeting notes of Education Office weekly meetings.

- Taught an Acting 1 class for fourteen 6th-10th grade students as an Assistant Teaching Artist. Class curriculum encouraged student creativity, participation, and confidence-building.

Education

St. Olaf College – Northfield, Minnesota

Bachelor of Arts: May 2015

3.8 Cumulative GPA

- *Major:* **Theater**
- *Concentration:* **Management Studies**
- *Honors:* **Magna Cum Laude**, Established Leader Award Nominee 2015, Dean's List Fall 2011, Spring 2012, Fall and Spring 2013, Fall and Spring 2014 and Spring 2015, Honor's Day Honoree 2012-2013, Alpha Psi Omega Honor Society, Blue Key Honor Society Nominee, National Honor Society, HS Honor Roll 2007-2011, International Thespian Society.
- *Scholarships:* St. Olaf Theater Scholarship (renewable), Roosevelt Foundation Scholarship recipient.