

Margaret Gandolfo

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EDUCATION

New York University, Tisch School of the Arts

BFA in Theater, May 2014, GPA: 3.4

EXPERIENCE

Assistant Director of Admissions, *Green Ivy Schools*

October 2016-Present

- Assist with digital media/marketing strategy for re launch of new website, including consulting with The Gowan Group consulting firm over SEO and Google AdWord improvement
- Collaborate daily with Marketing Department on Brand Management and Social Media strategy using Finalsite/Composer, Instagram, Facebook and Twitter
- Implemented the new *Corporate Outreach Program* at Pine Street School
- Project coordinate/liaise between teachers, parents, and the administration in order to optimize efficiency of 40 teachers and staff members
- Coordinate and plan all special events (tours, socials, open houses, galas) for both schools
- Manage all Admissions Department responsibilities/communications for both Pine Street School and Battery Park Montessori with a collaborative student body of 230 students.

Lead Theatrical Producer, *New York City Corkscrew Theater Festival Reading Series*, “*The New Order*” June 2017-August 2017

- Oversaw development of project from first draft of play to final performance
- Developed budget for performance, production labor, costume needs, music, set, and props
- Obtained rights directly from Actor’s Equity for hiring of all actors during rehearsal and production
- Organized successful crowdfunding/Indiegogo campaign
- Orchestrated successful launch of Digital Marketing and Social Media Campaign, selling out our 60 seat house
- Created all content and materials for Advertising and Marketing Campaign- paid social media advertising, Hootsuite, Facebook, Instagram, Twitter, Canva etc.

Associate Theatrical Producer, *New York City Fringe Festival’s “Dream Ticket”*

May 2016-August 2016

- Implemented and executed the Social Media and Marketing campaign including Indiegogo campaign
- Facilitated communications between playwright, director and actors, and arranged audition space, rehearsal space and production meetings
- Provided and contacted all resources and vendors for prop, costume and set needs
- Assisted with creation and sending out of Press Releases

Admissions/Marketing Assistant and Arts Administrator, *The Stella Adler Studio of Acting*

June 2015-October 2016

- Assisted all executives with their schedules, correspondence, and special projects to develop new organizational practices for the studio (Using RenWeb)
- Coordinated in the Riker's Island Outreach program, as an ambassador
- Participated in recruiting candidates and screening applications

Director, Musical Workshops- *The Random Farms Kids Theater*

August 2014-December 2015

- Created curriculum for 2nd-4th grade acting class of 15 students at a time
- Directed, blocked and choreographed musicals for up to nine separate casts at a time
- Address concerns and questions of parents with children with special needs

Skills:

- Advanced user of Facebook, Instagram, Twitter, Hootsuite, Finalsite/Composer, Google AdWords
- Advanced knowledge of Tessitura, Senior Systems, Renweb databases
- Technical Skills: Advanced knowledge of Microsoft Excel Level 1, Powerpoint, Word, Outlook, Wordpress, Finalsite