

CATHERINE BLAKE SMITH

Creative Leadership For Complex Challenges

I'm passionate about producing live performance, community benefit through service organizations, and building socially equitable contexts through authentic connection, transparency, and dedication.

KEY ACHIEVEMENTS

- **efelle Creative / 2022:** Codified internal SOP for WordPress development projects with design and development teams, establishing consistent tasks and client communication templates.
- **Annex Theatre / 2018:** Spearheaded fundraising campaign resulting in \$6,500 donations; created online fundraiser that raised \$2,500 in two weeks; contributed to grant writing with staff that acquired \$17,000 in community donations.
- **Theatre Puget Sound / 2016:** With less than two weeks' notice, finalized venue contracts and chaperoned tours, facilitated onsite event support for keynote speakers and networking events, and designed and distributed a printed program of events for 50+ [APASO](#) (2016) attendees.

PROFESSIONAL EXPERIENCE

Technical Account Manager at [Newspack \(Automattic\)](#) / 2023 to 2024

Supported independent local news publishers to increase revenue and engagement on WordPress.

- Triaged an support requests from 250+ independent publishers (average: 59/month).
- Supported publishers' strategic project implementation with Newspack, Automattic, and third-party tools and plugins to increase audience, newsletter engagement, and revenue from donations, subscriptions, and merchandise.
- Reported feature requests and bug reports to developers.

Senior Account Manager at [efelle Creative](#) / 2019 to 2023

Created and maintained internal process documentation for relevancy and reference.

- Managed website project launches, ongoing marketing (PPC, SEO, Social Media) strategies, branding initiatives, and change orders.
- Curated and copy edited project launch guide for clients, optimizing projects.
- Maintained archival company information to improve project timelines for professional service, nonprofit, and eCommerce clients.

Artistic Director at [Annex Theatre](#) / 2016 to 2019

Provided artistic leadership for a consensus-based, democratically-run non-profit theatre.

- Increased grant and individual donor fundraising by ~200% over 1.5 years.
- Reinvented annual season structure to increase staff sustainability and actor safety.
- Streamlined season selection process to expand outreach and increase inclusivity of participants as well as quality of submissions.

Membership & Communications Specialist at [Theatre Puget Sound](#) / 2016 to 2017

Developed responsive programming for Seattle regional theatre artists.

- Created a customized database to track 1500 members and 100 organizations to facilitate communication and data retention in support of grants and donations.
- Advocated for accessibility and empowerment in stagecraft through newsletter communications and social media management.
- Revived dormant headshot photography program, doubling highest-ever revenue.

SELECT ARTISTIC EXPERIENCE

Web and Graphic Designer at [Humpday Farmers Market](#) / 2019 to Present

- Design and develop Wordpress site for farmers-owned market in Southern Illinois.
- Create annual and seasonal designs for print advertising.

Curator of [Spin the Bottle](#) at Annex Theatre / 2015 to 2020

- Advocated for diversity and inclusion onstage, providing new opportunities for artists as second-ever producer of Seattle's longest-running monthly variety show, Spin the Bottle (founded in 1997)
- Curated 100+ acts annually in a diverse and inclusive array of new and innovative comedy, theatre, storytelling, burlesque, music, and performance art.

CONTACT

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Portfolio & more at theCBSnetwork.com

ROLES

- Project Manager
- Curator / Producer / Director
- Web Designer
- Copy Editor / Graphic Designer
- Event Planner / Volunteer Coordinator
- Dramaturg (Contextual Researcher)

SKILLS

- Project Management
- Strategic Planning
- Client Consultation
- Copy Editing
- Public Communications
- Marketing Campaign Coordination
- Social Media Management
- UI Design / Wireframing
- Graphic Design
- Volunteer Coordination
- Contextual Research
- Event Planning

TOOLS

- Notion / Asana
- Basecamp / Paymo / GitHub
- Canva / Photoshop
- Illustrator / InDesign
- Google Workspace / Apple iWork
- Microsoft Office & 365 / Smartsheet
- Google Analytics / Tag Manager
- Meta Business Manager
- Sprout Social / Mailchimp
- BigCommerce / Shopify
- WordPress / WooCommerce
- Squarespace / Wix / Drupal
- HTML5 / Bootstrap / CSS / UNIX

EDUCATION & AFFILIATIONS

Certificate in Project Management / 2022
[University of Washington](#)

Lab Participant / 2019
[Directors Lab North](#)

Web Design Certificate / 2018
[Seattle Central College](#)
Dean's List

B.A. Theatre Arts & History / 2009
[Illinois Wesleyan University](#)
magna cum laude