

CATHERINE BLAKE SMITH

Creative Leadership

I'm driven to lead innovative and interdisciplinary projects in artistic and non-profit sectors using strategic project management to develop socially equitable environments.

KEY ACHIEVEMENTS

- **efelle Creative / 2021:** Developed SOPs for Social Media Marketing program supporting eight clients and nine accounts, diversifying company revenue ~\$13K/year.
- **Annex Theatre / 2019:** Implemented strategic plan to increase production season sustainability and improve actor safety, transitioning from eight annual (four mainstage, four off-night/late night) to five mainstage productions.
- **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.
- **Annex Theatre / 2017:** Restructured and modernized season selection process for company of 30 volunteers, increasing quality and quantity of artist submissions.

PROFESSIONAL EXPERIENCE

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

Create and organize internal process documentation for relevancy and reference.

- Manage website project launches, ongoing marketing (PPC, SEO, Social Media) strategies, branding initiatives, and change orders.
- Develop process documentation for Social Media Marketing program.
- Curate and copy edit client project launch guide, optimizing projects.
- Restructure and maintain Acct. Mgmt. Team SOP index for optimal use and accuracy.
- Maintain archival company information for improved project timeline development for professional service, non-profit, and eCommerce clients.

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

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

- Dramaturgically supported and produced 25 world-premiere productions.
- 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.
- Coordinated and hosted [30th Anniversary Alumni Weekend](#) with the Board of Directors, resulting in \$10,000 in individual donations from 150+ attendees.

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.
- Finalized venue contracts and chaperoned tours, facilitated onsite event support for keynote speaker and networking events, and designed and distributed a printed program of events for +50 [APASO](#) (2016) attendees.
- 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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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](#)
- Basecamp / Paymo
- Canva / Photoshop
- Illustrator / InDesign
- Google Workspace / Apple iWork
- Microsoft Office & 365 / Smartsheet
- Google Analytics / Tag Manager
- Meta Business Manager
- Sprout Social
- BigCommerce / Shopify
- WooCommerce
- Wordpress / Squarespace
- Wix / Drupal
- HTML5 / Bootstrap / CSS

EDUCATION & AFFILIATIONS

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

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

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

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