

# Kati Frazier

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208 w140th St. #15  
New York, NY 10030

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## Selected Experience

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### **Communications & Membership Manager - 2017-Now Alliance of Resident Theatres/New York (A.R.T./New York)** **Communications & Membership Coordinator - 2015-2017**

- Increased Social Media reach, Website traffic, and eblast open rates.
- Increased member retention, member dues income, and implemented first member recruitment campaign in A.R.T./New York's recent history.
- Manage member database, renewals, and applications for 370+ member theatres.
- Assist members with grant applications, website trouble shooting, and fuller understanding of available membership benefits and services.
- Assist with the design of new programming and collaboratively originate and implement new member services.
- Collect and process anecdotal and survey data from membership.
- Oversee and implement all communications, for both programs, membership, and donors.
- Maintain and update website and all aspects of A.R.T./New York's digital presence.
- Write compelling copy and generate and solicit content for website and e-blasts.
- Implement all eblasts, maintaining organization's >50% open rate.
- Design promotional materials for both digital and print campaigns.
- Work with outside vendors and consultants on design and branding projects.
- Ensure mission-focused intent and content across all communications.

### **Communications and Literary Director – 2013-2015 All For One Theater, New York, NY**

- Increased FaceBook reach by 178%. Increased website traffic by 219%.
- Oversee the design and structure of new website, and create all copy for website.
- Create and distribute Facebook and Twitter content and orchestrate all social media activity.
- Design marketing materials for both print and digital distribution.
- Write, design, and distribute e-blasts using MailChimp.
- Shoot and edit video for show trailers, grants, and archival use.
- Conduct outreach to other theaters and community partners for cross-promotion.
- Coordinate with press agent and marketing firm for the effective promotion of major programming.
- Oversee all aspects of submissions, play selection, and new play events.
- Originate and implement organization's first new play development programs and open submission process.

### **House Manager – 2013-2016**

- Coordinate front of house staff.
- Oversee the efficient seating & egress of patrons.
- Train and supervise ushers.

### **Signature Theatre, New York, NY**

- Assure safety of venue.
- Resolve seating issues.
- Conduct late seating.

### **Press & Editorial Assistant – 2013**

- Create and distribute press releases.
- Update The Secret Theatre newsletter.
- Edit, proof, format, and compile scripts from LIC One-Act festival for publishing.
- Write copy for marketing, development, and other purposes.

### **The Secret Theatre, Queens, NY**

### **Communications Assistant – 2012-2013**

- Create and distribute marketing materials.
- Compile and coordinate promotional materials for potential bookings.
- Assist in management of social media and other web content.

### **All For One Theater, New York, NY**

### **Assistant House Manager – 2012-2013**

- Assist in the efficient seating & egress of patrons.
- Maintain comfortable & safe house & front of house.
- Supervise ushers & scan tickets.

### **Westside Theatre, New York, NY**

- Provide assisted listening devices.
- Resolve seating and ticketing issues.

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## Selected Experience, Cont.

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### Literary Assistant – 2011-2012

- Conduct and compile dramaturgical research.
- Manage company library and databases.
- Proofread documents for all departments.

### Florida Studio Theatre, Sarasota, FL

- Evaluate incoming submissions.
  - Manage volunteer readers.
  - Write copy for FST website and marketing materials.
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## Education

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- University of North Carolina at Greensboro, B.A. in Theatre and English  
Middleton Scholarship for Theatre, Merit Awards Scholar, Honors College, Dean's List
  - Florida Studio Theatre – Literary Internship
  - All For One Theater – Communications Internship
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## Skills

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- Type 85 WPM
  - Trained in conflict resolution and negotiation
  - Additional practical theatrical experience in playwrighting, dramaturgy, producing, directing, and stage management.
  - Computer Skills: Mac and PC
    - Ticketing: Tessitura, OvationTix, PatronManager, Vendini,
    - Media: Adobe Creative Cloud: Photoshop, InDesign, Premiere, ProTools, QLab, Audacity, iMovie
    - Communications: Twitter, Facebook, YouTube, Instagram, Hootsuite, Mailchimp, Constant Contact
    - Administration: Microsoft Office, Adobe Suite, Google Apps, DropBox, Box
    - Websites: basic HTML and CSS, Wordpress, Memberclicks, Google Analytics,
    - Digital Advertising: Facebook Ads, Google AdWords/Ads Grant,
  - Formidable Scrabble opponent
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## References

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### **Ann Marie Lonsdale – Deputy Director**

Alliance of Resident Theatres/New York (A.R.T./New York)  
ann.marie.lonsdale@gmail.com  
1.917.975.3706

### **Corinne Woods – Freelance Production Manager**

#### **Formerly: Associate Producer**

All For One Theater – New York, NY  
woods.corinne@gmail.com  
1.407.276.0977

### **Colleen Cortes – Front Of House Manager**

Signature Theatre – New York, NY  
ccortes@signaturetheatre.org  
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