

MISTY MCDOWELL

Performing Arts Marketing Professional | Graphic and Digital Media Designer



ABOUT ME (she/her)

I am an organized, motivated and experienced Nonprofit Performing Arts Administrator and Marketing Professional. I have over ten years of experience in Marketing, Graphic and Digital Media Design, and Theatre and Film Production. I believe in the cultural importance of the Performing Arts and I am passionate about building audiences and communities that can benefit from its impact.

EXPERIENCE

Marketing Manager, Capital Stage, 2014-present

Responsibilities include: Brand and identity management, marketing strategy and implementation, budget management, advertising management, graphic design, publicity and communications management, email marketing, social media management, content creation, web design and website management, event planning, B2B and community outreach management.

Publicity and Social Media Manager, Foothill Music Theatre, 2021-24

Responsibilities included: Publicity, communications, graphic design, photography, social media management, content creation, email marketing.

Graphic Designer and Project Manager, Flagship Design Studio, 2022

Responsibilities included: Project management, graphic design, social media management, content creation, website development.

Box Office Assistant and Marketing Apprentice, Capital Stage, 2012-14

Responsibilities included: Customer service, data entry, account management, ticket sales, front of house maintenance, box office phone representative, social media management, special event assistance.

Teacher, Barbizon School of Modeling and Acting, 2011-2012

Responsibilities included: Teaching acting and modeling classes throughout all levels of the Barbizon curriculum of Acting & Modeling at the Sacramento campus as well as satellite locations in Chico and Redding, California. Age range of students 7-20 years of age.

Marketing Intern, Theatre of Yugen, 2009

Responsibilities included: Social media management, content creation, general administration and maintenance, box office assistance, website maintenance.

SKILLS

Graphic design, marketing, social media, content creation, web design, UX/UI design, theatre and film production, audio and video editing, public relations and publicity, communications, photography, event planning, arts administration, nonprofit fundraising, scenic design and painting, acting, directing, teaching

PROGRAMS

- **Adobe Creative Suite:** InDesign, Photoshop, Illustrator, Premiere Pro, Audition, After Effects
- **Customer Relationship Management System (CRM):** Leap Patron Management, Salesforce
- **Email and Social Media Platforms:** Mailchimp, Constant Contact, Meta Business Suite, Hootsuite
- **Development and Fundraising Platforms:** Patron Manager, OneCause
- **UX/UI and Web Design:** Wordpress, Html, CSS, Figma
- **Microsoft Office:** Word, Excel, Powerpoint
- **Google Suite/Workspace/G Suite:** Admin, Drive, Docs, Sheets, Slides, Calendar, Gmail, Forms

CONTACT



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Sacramento, California

EDUCATION

MFA, Motion Pictures and Television, Academy of Art University, San Francisco, 2011

BA, Theatre Arts, San Francisco State University, San Francisco, 2005

Certificate, Design and Digital Media, Sacramento City College, Sacramento, certificate completion May 2024