

Summary

Actor, writer, producer and arts consultant. Ten years experience in arts management and creative consultancy that includes working at a senior management and director level in festivals, creative events and PR, venues and private enterprise. Excellent understanding of strategic arts marketing, budget control and business development. Skilled at learning new concepts quickly, working well under pressure, managing a complex workload and communicating ideas clearly and effectively. Creative mind with a proven skill in developing ideas and creating new concepts.

Education

Masters Degree in Theater Studies & European Civilization

UNIVERSITY OF GLASGOW (2002 – 2006)

Concentration in performance theory and analysis, focus on policy issues, theater and society and operating in the creative industry; graduated with 2:1 Masters Degree

New York Conservatory for Dramatic Arts

21ST AUGUST 2013 – 24TH MAY 2014

One year intensive training programme in acting for film and television

Other Training

Level 3 VQR – Institute of Leadership & Management
Scottish Enterprise - Best Practice in Management

Career History

General Intern, The Wooster Group (7 months)

The Wooster Group is a New York City-based experimental theater ensemble of artists who have collaborated on the development and production of theater and media pieces since the early 1970's.

- Data entry and administrative support
- Research
- Errands and marketing support
- Supporting rehearsals
- Exploring archival video
- Assisting production and stage management teams

Participant Development Coordinator, Edinburgh Festival Fringe Society (2010 – 2014)

The Fringe Society is the organisation that underpins the Edinburgh Festival Fringe. The Edinburgh Festival Fringe is the largest arts festival in the world and takes place every August for three weeks in Edinburgh, Scotland's capital city. In 2014 there were 49,497 performances of 3,193 shows in 299 venues, making it the largest ever arts festival in the world.

Roles and responsibilities for Participant Services:

- Create and implement a strategy to advise participants on how to tour and develop their shows after the Fringe. Create and implement a strategy to advise participants on professional development opportunities both during and outside the Fringe.
- Creatively 'match-make' Fringe shows with appropriate arts industry professionals.
- Help companies to construct a strategy to engage appropriate arts industry professionals.
- Provide one-to-one advice to participants both in person and at Fringe Society events outside Edinburgh.
- Produce written how-to guides on touring, funding and professional development.
- Manage professional development workshops during the festival in conjunction with colleagues.
- Develop the services offered to participants in all genres of the Fringe Programme.

For arts industry professionals:

- Manage the services offered during the festival, including accreditation, ticketing and advice.
- Expand the number of arts industry professionals who come to Edinburgh and promote the Fringe within those industries.

Within the Society:

- Manage and undertake the Fringe Society's involvement with and responsibilities to Made in Scotland.
- Recruit and line manage a seasonal team of staff.
- Engage with the running and strategy of the participant services department as a whole and support and liaise with colleagues as required.
- Providing and presenting management and budget reports as necessary.
- Undertaking any other duties as required by the head of participant services, the chief executive and/or the board of directors.

Project Manager & Artist Advisor, Made in Scotland Theater & Dance Initiative (2010 – 2014) (A Scottish Government initiative in association with Creative Scotland)

A funded showcase of the best theater, music and dance being created in Scotland, allowing artists to present their work at the Festival Fringe with a view to creating opportunities for international export. My responsibility was to support and nurture the participating companies, design their training programme and manage the Promoter Plus package attached to the showcase.

Artistic Director, Rhymes With Purple Productions (October 2011 – November 2011)

Award winning theater company primarily focused on creating new plays and producing alternative art events

Director, producer and playwright for the following projects:

- **Morbid Curiosity – Director/Writer**
 - National Theater of Scotland 5 Minute Theatre, The Arches Scratch Night 2011
- **Drumhead – Director**
 - Tron Theater (Mayfesto), May 2010
- **Man In A Bath – Director/Writer**
 - Glasgow! Festival (Special Commission) Nov 2008
- **Waiting For Groucho – Director/Writer**
 - Tron Theater & Edinburgh Festival Fringe 2007
- **Lazybed – Director**
 - Tron Theater 2006
- **A Work In Progress – Director/Writer**
 - Tron Theater & Edinburgh Festival Fringe 2005

Events Administrator, Dada Events and PR (Sep 2008 – Aug 2010)

DADA is one of the UK's leading PR, creative events and marketing agencies. In the business of driving new customers and raising the profile of their clients

Key duties:

- Pre-production administration
- Budget monitoring and contractual agreements
- Creative programming and performer liaisons
- Local authority applications and site planning
- On site production management
- Staffing
- Working closing with the marketing and PR departments on delivering the client brief for all events

Key events:

- **St Andrews Day Campaign 2008** - nation wide bus tour promoting St Andrews day with associated activities in over 30 individual towns across Scotland. Culminating with large-scale street party in the Island of Orkney.
- **Miss Scotland 2009** - theatrical production at the Clyde Auditorium involving live performance, 10 finalists and high-end production values.
- **Subway Festival 2009** - large scale street theater festival taking place across two days within the Glasgow underground network.

Director/Founder, Glasgow Cabaret Festival (Seasonal, 2009 & 2011)

Created the concept and delivered a brand new arts festival. Managed the programming and production of over 10 unique shows across 10 Glasgow venues in 2009 and 22 unique shows across 9 Glasgow venues in 2011.

Arts Supervisor, South Lanarkshire Council (December 2006 – September 2008)

Venue management for base at East Kilbride Arts Centre

- Maintaining the majority of the organizations administrative responsibilities; i.e. budget monitoring, invoicing, correspondence, health & safety, license requirements, marketing mail-outs etc.
- Keeping up to date with the developments in the arts industry both for programming and research purposes and assisting in producing 3 seasonal programmes of arts activity and performance.
- Act as event manager for all on-site events
- Street Theater Coordinator and assistant project manager for annual street arts festival, "Artburst"

References

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