

# **Bridget Woodbury**

Marketing and Engagement Strategist

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Bridget has combined nearly a decade of performing arts management experience with a Master's degree in nonprofit arts administration - focused in marketing - to create strong relationships with association members, as well as freelance clients and nonprofit boards of directors.

She hopes to apply her successful marketing and engagement strategy, as well as employ her creative problem-solving skills and instinct for consensus-building, to support the pursuit of social justice objectives and elevate the voices of folks doing that work.

## **Selected Experience**

### Membership Marketing Senior Coordinator; Americans for the Arts

November 2015 - Present | promoted from Membership Marketing Coordinator Dec 2017

- Implemented a rate adjustment for our member dues in 2017; as a result, the program saw a 21% increase in membership revenue of over \$40,000, which we've sustained into 2018
  - Because our organization has released a Statement on Cultural Equity, part of these rate adjustments was the development of a \$30 digital-only membership that is more accessible to students, retirees, and community organizers outside of the traditional Local Arts Agency system
- Reduced our expenses significantly by employing new vendors and platforms for digital resources including email discussion lists and a career center
- Developed resources for our members that center the value of being connected to other folks in the field, rather than the discounts available and rebranded the program to match. These changes include:
  - Adapting our listserv format to foster specific discussions and resource-sharing, rather than creating nebulous space around general topics of interest
  - Creating digital and physical spaces for peer-to-peer learning
  - Creating digital and physical spaces for folks to connect directly with our staff experts and effectively apply the research and professional development we offer directly to their work
- I engage extensively in our internal diversity, equity, and inclusion work, including sitting on committees that propose programming, interrogate issues within our workplace, develop metrics for success in that arena, and engage directly with other individual contributors around specific topics of interest

### Intern; Arts Action Fund

January 2015 - April 2015

- Provided support for Arts Advocacy Day and related events
- Created and administered a social media plan in support of AAFs target issues
- Promoted membership and social media engagement with content relevant to a broad cross-section of arts advocates; expanded online visibility
- Researched potential organizational partners across the country

### Alumni Coordinator; Master of Arts in Arts Administration

January 2014 – August 2014

- Created and implemented social media plan to increase engagement with facebook page with an average of a 250% increase in clicks on routine scheduled posts; worked with college to create a sustainability plan for content management
- Developed system for keeping in contact with alumni and re-engaged notable alumni

### Freelance event support and arts management; self-employed, full time

June 2008 - October 2015

- Worked in theatre, opera, corporate events and conferences, and rental support
- Services to corporate clients included: scheduling staff, day of time-management, resource management, preparing speakers, overseeing setup and breakdown, creating event timelines, and interfacing with hotel/conference center staff
- Services to rental clients included: day-of coordination, scheduling, processing contracts, personnel management, budget maintenance, touring logistics, interfacing with unions
- Representative clients:
  - Theatre J, Rep Stage, Everyman Theatre, Opera Lafayette at the Kennedy Center, Youth America Grand Prix at Lincoln Center;
  - International Saxophone Symposium, Dramatists Guild of America's Playwrights Symposium, for the Center for the Arts at George Mason;
  - Barclays, Wells Fargo, Goldman Sachs for McRoscher Productions

## **Current Volunteer Board Positions**

### Emerging Arts Leaders of DC; Steering Committee Member

2015-2018 term | Previously: Co-chairman (2016-2017 term)

### Blondes vs Brunettes DC, a program supporting the Alzheimer's Association; Marketing Committee Lead

2016-present | Previously: Co-chairman (2017 term)

### Pointless Theatre Company; Development Committee Chair

Fall 2016 - Present | Previously: independent consultant - long term planning

## **Technical and Analytics Skills**

- Basic front-end website maintenance: wordpress, rapidweaver, HTML, CSS, BSD
- Analytics: Google analytics, Statcounter, bitly statistics, Facebook insights

## **Education and Training**

Certificate, Membership Management - American Society of Association Executives

MA, Arts Administration – Goucher College | Emphasis: marketing and engagement | Thesis: *Your Mission, if You Choose to Accept it: Evaluating Planning as a Preventative Approach to Nonprofit Mission Creep in a Visual Arts Context*

BA, Theatre – University of Maryland, College Park | Emphasis: stage management