

Bridget Woodbury

Marketing and Engagement Strategist

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Bridget has translated her experience marketing herself and her arts clients into effective marketing and engagement strategies that create strong relationships with freelance clients and association members & prospects alike. She hopes to apply this experience, as well as employ her creative problem-solving skills and instinct for consensus-building, to promote products and causes she loves.

Selected Experience

Membership Marketing Senior Coordinator; Americans for the Arts

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

- Implemented rate adjustment for member dues in 2017; as a result, program saw a **21% increase in membership revenue of over \$40,000**, which was sustained into 2018
 - Based on an organizational 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 department expenses** significantly by employing new vendors and platforms for digital resources including email discussion lists and a career center
- Developed resources for members that center the value of being connected to other folks in the field, rather than discounts available. Rebranded program to match. Changes include:
 - Adapting 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
- Engages 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

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

- Managed my own bookings and marketing, including a full WordPress website and a recurring update newsletter
- 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

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

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

- Oversee all marketing and communication channels and initiatives including a wordpress site, social media accounts, and sponsor promotion
- Developing a new MailChimp newsletter to fans and alumni
- Personally raised approx. \$10,000 in individual donations for the Alzheimer's Association

Pointless Theatre Company; Development Committee Chair

Fall 2016 - Present | Previously: independent consultant - long term planning (2015)

- Co-chair an annual fundraising event; raised \$6,000 in its first year (2017). The event comprised nearly 20% of the individual giving for FY17
- Completed a year-long process, synthesizing staff feedback and board directives to create a mission-based strategic plan

Technical and Analytics Skills

- Graphic design and image editing software: Canva, Photoshop, InDesign, Illustrator, Adobe Creative Cloud Tools (Sketch, Draw, Photoshop Mix, Lightroom), Publisher, GIMP, Pixlr, Polarr, VSCO
- Website maintenance: wordpress, rapidweaver, HTML, CSS, BSD
- Social media management: Facebook for business (incl. event and page like advertising), Instagram for business (incl. Page traffic drivers and external drivers), twitter, snapchat (incl. geotag design)
- Sales platforms: Etsy, Printful, Gooten, Amazon, Shopify, Square, Venmo
- Analytics: Google analytics, Statcounter, bitly statistics, Facebook insights, Facebook pixel, Instagram insights, Wordpress traffic

Education and Training

Certificate, Membership Management - American Society of Association Executives
MA, Arts Administration - Goucher College | Emphasis: marketing and engagement
BA, Theatre - University of Maryland, College Park | Emphasis: stage management