

# **BRIDGET WOODBURY** | bridget makes stuff

www.bridgetmakesstuff.com • b@bridgetmakesstuff.com

## **selected work experience**

### **bridget makes stuff | 2018 to present**

- art + graphic design including: publications, signage, print advertisement, social promotional materials, podcast/album/book covers, and commissioned artwork
- brand + web design including: logo design, new brand development, website evaluation, website design and redesign
- see website portfolio for details

### **American for the Arts | 2015-2018**

*membership marketing senior coordinator | November 2015 - August 2018*

*promoted from membership marketing coordinator | December 2017*

- implemented a rate adjustment for member dues in 2017; as a result, the program saw a 21% increase in membership revenue of over \$40,000, which was sustained into 2018
- reduced expenses significantly by selecting new vendors and platforms for digital resources including email discussion lists and a career center
- rebranded the program to center the value of being connected to other folks in the field
- developed two new "network" segments offering specialized support to the arts education field
- worked directly in proprietary CMS to build webinars, provide multi-module educational content, and provide membership services

### **freelance live event management, stage management | 2008 - 2015**

- created own marketing and branding strategy; successfully booked full seasons
- built and managed website built in the WordPress CMS with CSS and HTML customization
- served as primary project manager on the bulk of the events completed
- managed touring logistics, contracts, budgets, staffing on behalf of organizations
- interfaced with all organizational departments in the facilitation of a production, including the following areas: performance, technical, office/administrative, human resources, and artists

## **selected board service**

### **Blondes vs Brunettes DC executive committee | 2016 to present**

*Chair | 2019, 2017*

*Marketing Committee Lead | 2018*

### **Pointless Theatre Company | 2015 to present**

*marketing committee chair | 2018 to present*

*board of governors | 2016 to present*

*long-term planning consultant | 2015*

### **Emerging Arts Leaders of DC | 2015 - 2018**

*co-chairman | 2016-2017 term*

*marketing committee lead | 2015 - 2016; 2017 - 2018*

## education + certification

**Graduate Certificate, User Experience Design** | University of Baltimore

**MA, Arts Administration** | Goucher College

Emphasis: marketing, mission and goal-oriented planning processes

**BA, Theatre** | University of Maryland, College Park

Emphasis: stage management

**Certificate, Membership Management** | American Society of Association Executives

## software + competencies

- **creative**
  - **illustration + design:** Procreate, Illustrator, Adobe Sketch, Adobe Fresco
  - **presentations + infographics:** InDesign, Publisher, PowerPoint, Prezi, Canva, Visme
  - **multimedia:** Garage Band, iMovie, Snapseed, Photoshop, Affinity Photo, Anchor
- **web design**
  - **web design + hosting:** Wordpress, SquareSpace, Wix, Google domains, Dreamhost, html, css
  - **eCommerce:** woocommerce, Shopify, Etsy, Printful, Gooten
  - **prototyping + wireframes:** Axure, XD, paper
  - **user testing:** OptimalSort card sorting, OptimalSort treejack evaluation, X Labs head/eye/gaze tracker, Tobii eye-tracking system, Google Forms surveys
  - **evaluation processes:** content inventory, heuristic evaluation, competitor analysis, journey mapping, personas, site mapping
- **marketing + communications**
  - **CRM:** netForum, Tessitura, Blackbaud, Blue State Digital, Wild Apricot, NationBuilder, Salesforce
  - **email:** MailChimp, Magnet Mail/Higher Logic, Constant Contact
  - **databases:** Airtable, Excel
- **social**
  - **tracking + evaluation:** Facebook pixel, Facebook insights, Google analytics, Instagram insights, Pinterest analytics
  - **scheduling tools:** Later, Planoly, Hootsuite