

BRIDGET WOODBURY | bridget makes stuff

www.bridgetmakesstuff.com • b@bridgetmakesstuff.com

selected work experience

bridget makes stuff | 2018 to present

- art + graphic design including: promotional materials, podcast/album/book covers, shirt design, commissioned works
- brand + web design including: logo design, new brand development, website evaluation, website design and redesign, marketing strategy, social media strategy
- please see website portfolio

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, rather than discounts. Some examples:
 - designed new benefit fact sheets based on member segments
 - oversaw the design of a new membership brochure that centered member stories
 - oversaw the design of a new member pin Contributed to the redesign of the membership portion of the website
- developed mission-centered resources for our stakeholders including a Member Briefing series that connected members directly to our staff experts and two new "network" segments offering specialized support to the arts education field

Arts Action Fund intern | 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

Goucher College Master of Arts in Arts Administration Program | 2012 - 2015

alumni coordinator | January 2014 – August 2014

- researched prospect information; reviewed and updated contact information, adding 40+ missing alumni to the database, located several alumni of note
- created and implemented social media plan to increase engagement with facebook page; initial campaign post saw an 8000% increase in viewership from previous post, settling into an average of a 250% increase in clicks on routine scheduled posts
- created succession plan

Imagination Stage | 2014 - 2016

patron services associate | December 2014 - January 2016

- managed class registrations and other information in Raiser's Edge database
- provided direct customer service: accept class registrations, complete ticket sales, facilitated rentals and interface with clients, provide basic organizational information

freelance live event management, stage management | 2008 - 2015

- created own marketing and branding strategy; successfully booked full seasons
- served as primary project manager on the bulk of the events completed
- maintained personal database of clients and contacts
- 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
 - **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
 - **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