



# ALEXA POWELL

I'm a dedicated & efficient professional seeking the opportunity to integrate into a theatrical company's workflow with emphasis on inclusion & accessibility. I'm adept at both administrative & creative tasks such as coordination, organization, creative research, and graphic design.

## • WORK EXPERIENCE •

### PERFORMING ARTS STUDIO ADMIN

*Garden Street School of the Performing Arts / January 2024-Current*

- Administrative multi-tasking such as email & phone correspondence, office organization, lesson scheduling
- Financial tracking of enrollments, invoices, & accounts with QuickBooks
- Studio upkeep & maintenance, party rental set-up and take-down

### CO-PRODUCER, GENERAL MANAGER, ASSISTANT DIRECTOR

*Brighter Than The Sun - A New Musical\* / September 2023-February 2024*

*\*Garnered 5 nominations with the New York Theater Festival, including "Best Production"*

- Managing all administrative aspects from pre to post-production including budgets, contracts, & correspondence between production company & external entities
- Developing & maintaining production schedules, ensuring elements are delivered on-time and within budget - meanwhile addressing logistical challenges to ensure smooth operation
- Coordinating promotional & fundraising efforts, organizing ticket sales with TicketSpice, and managing box office/front-of-house

### FREELANCE DESIGNER

*Alexa P Creates / August 2020-Present*

- Administrative multi-tasking such as managing correspondence, office organization, scheduling
- Collaborate with clients to define vision & design needs using clear communication and building strong client relationships
- Exceed expectations with custom graphics, posters, programs, websites, etc.
- Manage entire process from concept to final product, ensuring brand consistency & quality while incorporating client feedback

### MARKETING INTERN

*The REV Theatre Company / May 2023-September 2023*

- Development & execution of digital marketing campaigns via social media & email - *created & increased viewership by 200k+ via TikTok*
- Collaborative graphic design of print & digital posters, adverts, social media graphics, emails, etc.
- Captured and edited content with Canon camera - *Personal Canon Rebel T5i*
- Provided on-site event support including efficient set-up and take-down

### THEATRE & DANCE DEPARTMENT ASSISTANT

*Nazareth University / August 2021-May 2023*

- Administrative multi-tasking such as managing correspondence, office organization, scheduling, and event coordination & support
- Collaborated across departments & with 30+ visiting artists to design original playbills, posters, & social media graphics for various projects

## • REFERENCES •

Caroline Leggett | "Brighter Than The Sun" Director  
*carolineleggett17@gmail.com | (706) 618-5912*

Pamela Griffin | Nazareth University Dept. Assistant "Manager"  
*pgriffi4@mail.naz.edu | (585) 514-1532*

Christine O'Grady Roberts | Former Program Director & Professor  
*cog.roberts@gmail.com | (401) 954-4035*

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## • HARD SKILLS •

Phone/Email Correspondence

Calendars & Scheduling

Database Maintenance

Microsoft Suite

Adobe Suite

Google Suite

Zoom

Canva

Graphic Design\*

*\*Certified*

## • SOFT SKILLS •

Detail-Oriented

Organization

Multi-Tasking

Time Management

Creative Problem Solving

Flexible & Quick Learner

Self-Motivation

## • VALUES •

Reliability & Trust

Empathy & Compassion

Accessibility

Teamwork

## • EDUCATION •

**NAZARETH UNIVERSITY**

Summa Cum Laude

BFA Musical Theatre, Minor Tech Theatre

Gilman Program Alumni