

CATHERINE COMPTON

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6005 Danubio Ct. A1 Brownsville, Texas 78526

EXPERIENCE

Patron of the Arts Program Coordinator
The University of Texas Rio Grande Valley

2015 – Present
Brownsville, Texas

- Proposed and facilitated implementation of new online ticketing and patron management system (Vendini)
- Introduced email marketing and integrated Google analytics as a strategy for revenue tracking
- Developed dynamic membership pricing options
- Managed expansion of programming/membership to serve distributed campuses in two communities
- Coordinate contracts, itineraries, travel, hotel, and ground transportation arrangements for visiting artists
- Manage and supervise box office and front of house employees on event days
- Manage creation and implementation of print and digital advertising materials and marketing campaigns
- Oversee recording schedule and ensure all Patron of the Arts events are properly archived
- Maintain detailed accounting of Patron of the Arts revenue and expenses
- Implement outreach programming in local community organizations
- Graphic design for School of Music programs and performing ensembles
- Write press releases & pitch stories to UTRGV Marketing & Communications team

Executive Artistic Director
Off Broadway School of Fine Arts

2012 – 2015
Boulder, Colorado

- Non-profit strategic planning to support a mission for excellence and accessibility in community arts education
- Recruited students for instruction and participation
- Developed marketing campaigns to reach students and audiences utilizing digital, social and print media
- Created scholarship opportunities from granting sources and private donations
- Recruited, motivated, supervised, and evaluated high caliber teaching faculty
- Invited national & international guest artists & clinicians, organizing all details of performances/workshops
- Produced programming, performances, camps, classes, community theatre & special events
- Oversaw budget, public relations, concert production, and scheduling

Assistant Marketing and PR Manager (Interim position)
CU Presents & Colorado Shakespeare Festival

2013
Boulder

- Assisted on an interim basis the development of CU Presents marketing and promotional strategies
- Designed tourism packages to partner with local hotels in increasing ticket revenue

Marketing and Web Assistant
CU Boulder College of Music & CU Presents

2008-2011
Boulder

- Wrote and distributed media releases for featured recitals and Artist Series events
- Produced audio-visual promotional materials for use on YouTube and social media using iMovie
- Maintained Facebook and Twitter social networking sites and wrote blog posts

Educational Programs Intern **2009**
Colorado Music Festival **Boulder**

- Helped coordinate educational programs, marketing & development efforts
- Created surveys to evaluate education & outreach programs / tabulated results

Conference Manager **2007-2008**
Iowa State University Conference Services **Ames, Iowa**

- Managed housing and dining services to contracted sponsors and guests
- Trained and supervised a staff of 25 undergraduate students

Met School Membership Intern **2006**
Metropolitan Opera Guild **New York City**

- Created opera-based lesson plans and project ideas for classroom use
- Wrote opera synopses, character descriptions, and articles for the Metropolitan Opera's broadcast website

EDUCATION

Fulbright Scholar, German-American Fulbright Commission (Leipzig, Germany) **2011 – 2012**

- Researched and performed songs of Fanny Mendelssohn Hensel
- Presented lectures/recitals in venues including the German Embassy (Washington D.C.), Mendelssohn Haus Museum (Leipzig), and Gewandhaus (Leipzig)

Master of Music in Voice Performance & Pedagogy, CU-Boulder **2011**

Pi Kappa Lambda Music Honor Society
Berton Coffin Graduate Assistantship
Musicians' Wellness Graduate Teaching Assistant

Bachelor of Music in Music Education, Iowa State University **2008**

Minor in German Studies
Jischke Honors College, Summa Cum Laude
International Student Teaching Placement: Rosendal, Norway (K-12 Vocal Music Education)

SPECIAL SKILLS

- Conversational fluency in German
- Microsoft Office, Constant Contact, Canva, Adobe Creative Suite, Vendini, WordPress, Wix, Quickbooks, Flickr, Facebook, Google+, Twitter, Tweetdeck, Snapchat, YouTube, iMovie, Blogspot