

RILEY GREENSTEIN

rileyhgreenstein@gmail.com | (508) 808-5032 | www.linkedin.com/in/rileygreenstein

EDUCATION

Emerson College

B.A. Business of Creative Enterprises, minor in Marketing Communications
Magna Cum Laude, Gold Key Honors Society

HIGHLIGHTED EXPERIENCE

Company One Theatre

October 2022 – Present

Marketing & Communications Manager

- Develop and execute all print and digital marketing strategies, including:
 - Email blasts and social media posts, both organic and sponsored
 - Postering, flyering, and mailed postcards
 - Radio underwriting
- Serve as creative director for all promotional material in collaboration with artistic staff
- Collaborate with a team of freelance designers, photographers, videographers, performers, and street team members
- Write press releases while serving as the company's representative with journalists, facilitating interviews and reviews
- Manage box office and lobby operations alongside Box Office Manager to ensure branding and customer satisfaction

The Kurland Agency

June 2019 – October 2022

Executive Assistant/Marketing Associate, July 2021 – October 2022

- Coordinated with national and international venues to develop marketing campaigns for shows
- Kept promotional material up-to-date for a roster of over 60 artists
- Maintained a database of venues, promoters, and marketing managers
- Assisted the accounting department with bookkeeping and budget management assignments
- Oversaw the CEO's calendar and travel itinerary

Database Assistant, September – December 2019

Booking Intern, June – August 2019

OTHER RELEVANT EXPERIENCE

Live Nation Entertainment

August 2022 – June 2023

Box Office Seller, MGM Music Hall at Fenway

Club Passim

May 2020 – August 2022

Box Office Manager, July 2021 – August 2022

Marketing Intern, May – August 2020

WERS 88.9FM

September 2020 – May 2021

Web Services Coordinator, December 2020 – May 2021

Staff Writer, September 2020 – May 2021

CK Communications Group

September – December 2020

Marketing & Public Relations Intern

Spectacle Management

May – August 2020

Market Research Intern

PROFICIENCIES

Software: Adobe (Illustrator, InDesign, Photoshop, Premiere), Canva, Constant Contact, Dropbox, Google Analytics, Google Drive, Hootsuite, HTML, HubSpot, Mailchimp, Meta Business Suite, Microsoft Office (Word, Excel, PowerPoint, Outlook), Pro Tools, Salesforce, Studio One, Ticketleap, WordPress, Zoom

Soft Skills: brand development, budget management, copywriting, customer service, data analysis, graphic design, leadership, market research & analysis, public speaking, social media