

AUDREY ARMACOST

NYC-BASED CREATIVE & ARTS PROFESSIONAL

She/They
(719) 659-3229
audreyarmacost@gmail.com

EXPERIENCE

The Pekoe Group - NYC

Social Media Associate | MAY 2023 - PRESENT

- Design and execute social media campaigns for major theatrical clients
- Cultivate community through social media channels
- Capture content at shoots, shows, and other theatrical events
- Adhere to fast timelines and deliver work that is detail-oriented and accurate

Broadway Licensing - NYC

Marketing Associate | AUGUST 2022 - PRESENT

Marketing Assistant | NOVEMBER 2021 - AUGUST 2022

- Design and execute digital content campaigns on 14 social media channels, email, search, and display ads
- Communicate with key stakeholders across departments to move projects off the ground and adhere to marketing timelines
- Gather and analyze sales and marketing data to project and evaluate campaign success
- Project manage the annual print catalog and oversee title selection, design, printing, and distribution
- Write and maintain blog for better sales material and improved SEO
- Onboard all new titles by updating website pages and building go-to-market strategy
- Research customer journey to implement improvements
- Work with partnering organizations to announce and promote new partnerships
- Travel to national conferences to exhibit and organize company sponsorships benefits on site

Music, Movies, & Hoops, LLC - Austin, TX

Social Media Manager | AUGUST 2021 - JUNE 2022

- Managed Instagram channel and developed content to drive website visits

Williamstown Theatre Festival - Williamstown, MA

Marketing Associate | JUNE 2021 - AUGUST 202

- Provided administrative support to 6 person Marketing team
- Managed content distribution on social media, e-blast newsletters, and website
- Coordinated and assisted in internal photo/video/graphic content production
- Managed press requests and releases

Co.llective Arts Productions - Norman, OK

Marketing Director/Founding Member | NOVEMBER 2020 - AUGUST 202

- Assisted in production and coordination of podcast channel, live theatre season of new and original plays, and local arts events as a part of leadership team
- Strategized, designed, and generated marketing assets for social media and print

Univ. of Oklahoma Helmerich School of Drama - Norman, OK

Recruitment Coordinator | JUNE 2017 - MAY 2020

- Led team of 3 in coordination with program faculty to execute annual recruitment strategy
- Operated administrative office by processing applications, scheduling auditions, leading tours, and providing admin support to the School of Drama office
- Ran social media channels and designed recruitment materials
- Organized 40-120 person on-campus recruitment events, travel to regional recruitment events, and coordinated representatives to attend national recruitment events
- Oriented incoming School of Drama students

EDUCATION

University of Oklahoma Helmerich School of Drama, Norman, OK

B.F.A. in Drama, Acting Emphasis | AUGUST 2016 - MAY 2020

Summa Cum Laude with Honors, 3.94 GPA

SKILLS

AX

Adobe Photoshop

Adobe InDesign

Canva (Motion Graphics)

Event Coordination

Excel

Facebook

Google Suite

Google Analytics

Google Ads

Graphic Design

Hootsuite

Instagram

Klaviyo

MailChimp

Meta Business Suite

MS Suite

Procreate

Sprout Social

SurveyMonkey

Threads

TikTok

Twitter

Wordpress