

Kolton Bradley

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WORK EXPERIENCE

Marketing and Public Relations Associate

José Mateo Ballet Theatre, Cambridge, MA

2022 – 2023

- Implement all grassroots marketing initiatives including poster and art design, arranging artists visits, neighborhood outreach and network building with partners
- Update website to reflect organizational programming including Adult Open Classes, Young Dancers Program and Professional Dance Company events
- Conduct and research consumer trends in the field and local markets
- Oversee all social media campaigns on the company platforms including Facebook, Instagram, YouTube and TikTok
- Develop and manage all planning of Dance For World Community Festival including hiring 50 vendors, recruiting and hiring dance companies and ensure proper staffing

Public Relations Associate

The New Victory Theater, New York, NY

2016 – 2018

- Coordinated and executed public communications strategy for all New Victory projects including 15 shows during the season and summer Victory Dance
- Draft, edit and distributed press releases, media alerts and press invitations
- Identify, craft and pitched unique story ideas and promotional opportunities
- Booked and coordinated off-site promotional events and ensure proper staffing
- Greet and handle VIP's, including press contacts and celebrity talent; coordinate live artists' appearances and interviews

Marketing and Press Associate / Group Sales Manager

Walker International Communications Group, New York, NY

2005 – 2016

- Supported the President of WICG with marketing and audience development
- Marketing Account Manager for several institutional clients including: The Cherry Lane Theatre, The Signature Theatre Company, Alvin Ailey American Dance Theater and The Apollo Theater
- Created and implemented strategic marketing timelines / events for institutional clients
- Created online and print newsletters, and wrote press releases for clients

The positions listed below are temporary assignments placed through Clarity Staffing in New York City

Program Associate

Fractured Atlas - New York, NY

2018 – 2019

- Supported over 7,000 artists nationally with inquiries regarding membership, development grant applications and international artist visa applications
- Educated Fractured Atlas members about health and liability insurance programs, professional development courses and fundraising in the arts
- Supported artists with fundraising for future projects, online marketing and campaign profile edits
- Coordinated and schedule meetings with Theatre Development Fund (TDF) Costume Collections and Materials for the Arts

Office Manager / Executive Assistant*Nevin Law Group - Entertainment Law, New York, NY*

2018

- Supported the founder of Nevin Law Group with calendaring and correspondence with producers, directors' writers and other prominent entertainment professionals
- Prepared legal documents for clients including: forming Limited Liability Companies, Tax Exemption Forms and international visa applications
- Wrote and distributed Engagement Letters to clients and maintained an electronic filing system
- Prepared monthly invoices and tracked billable hours for each Law Associate
- Doubled NLG social media audience with creative campaigns that engaged subscribers via social media networks including Facebook, Twitter and Instagram

Marketing Manager and Press Associate*Amas Musical Theatre, New York, NY*

2015

- Created marketing campaigns for all of Amas programs and events
- Wrote monthly press releases, e-blast campaigns and all copy for advertising purpose
- Scheduled all press meetings and press interviews with Amas staff
- Doubled Amas social audience with creative campaigns that engaged subscribers via social media networks
- Developed new, innovative workshops and events leading to a 33% increase in ticket sales

Development and Marketing Associate*Vital Theatre Company, New York, NY*

2013 – 2014

- Pursued and obtained funds from local foundations, corporations, individuals and donors to support VTC season
- Managed and coordinated several fundraising events to help fund VTC
- Maintained relationships with over 500 VTC partners and ambassadors as well as researched and outreached new foundation supporters and partners
- Developed new, innovative workshops and events leading to a 50% increase in donors and supporters of VTC

Marketing Associate*Louis Armstrong House Museum, Queens, NY*

2011 – 2012

- Created marketing campaigns for all of LAHM institutional programs and events
- Wrote monthly press releases, e-blast campaigns and all copy for advertising purpose
- Scheduled all press meetings and press interviews with LAHM staff
- Secured 88% of all corporate and small business sponsorships, resulting in an overall increase in revenue for the fiscal year

EDUCATION

Boston University

Master of Fine Arts in Directing

Boston, MA

University of Michigan

Bachelor of Arts in Communication Studies

Bachelor of Fine Arts in Theatre Performance

Ann Arbor, MI

Honors

Boston University – Full Tuition Scholarship with Teaching Stipend | **three consecutive years**

Graduate Teaching Fellowship | Boston University | **three consecutive years**

University Honors – University of Michigan recognition of superior scholastic achievement

National Honor Society – Lifetime Membership – Epsilon Honors Award

The National Society of Collegiate Scholars | **four consecutive years**

Citation in *The National Dean's List* | **four consecutive years**

SKILLS: Typing speed 110 words per minute. Proficiency in Microsoft Word, Excel, PowerPoint, Outlook, Microsoft Teams, Google Docs, Google Sheets, Photoshop, Tessitura, Salesforce, Cvent, Cision, iContact, Constant Contact, Helpdesk, Zendesk, Slack, Joomla, Smartsheet, Avaya Communicator, Five 9. Speak conversational Spanish.