

MADELINE HURLEY

205 Pinehurst Avenue, New York NY | madelinemhurley@gmail.com | 704.519.8949

RECENT WORK EXPERIENCE

RPM | PARTNERSHIPS AND PROMOTIONS MANAGER | January 2020 - present

- Work as part of the marketing team for Broadway clients including: *Hamilton, Chicago, Moulin Rouge, Jagged Little Pill, Mrs. Doubtfire, Sing Street*, and many more.
- Plan and execute social media influencer and other strategic invitation campaigns for new shows.
- In coordination with public relations team, plan and manage large scale events, including press events, influencer preview events, public performances and partnership activations.
- Identify, negotiate and manage mutually beneficial partnerships between large corporate brands and Broadway show clients, including contract negotiation and implementation.
- Interface daily with Broadway producer clients, other agencies, and corporate partner stakeholders.

ROUNABOUT THEATRE COMPANY

MARKETING MANAGER | August 2019 - January 2020

MARKETING ASSOCIATE | May 2017 - August 2019

- Worked with a team to strategize, plan and execute marketing campaigns for the largest not-for-profit theatre company in the country, promoting Broadway productions and the institution as a whole.
- Developed social media influencer campaigns and strategic invitation plans on a show-by-show basis.
- Used Tessitura CRM to track sales trends, segment patrons and determine advertising strategies.
- Coordinated daily with three separate advertising and PR agencies to execute a unified strategy.
- Identified, negotiated and managed mutually beneficial, creatively relevant partnerships with large brands (MAC Cosmetics, StubHub, US Tennis Association, Hilton Hotels, Brooklyn Cyclones, and more).
- In coordination with PR team, planned and executed large-scale public outreach events including street fairs (World Pride, Harlem Day, more) public performances, and partnership activations.
- Managed new audience development initiatives and accessibility initiatives, including Hiptix (young audiences) and Relaxed Performances (performances for neurodiverse patrons and patrons with other disabilities).
- Independently managed group sales in a season that exceeded all previous sales records for groups.
- Coordinated multi-faceted direct mail campaigns reaching over a quarter million subscribers.
- Represented shows at local, national and international sales conferences and B2B trade shows (NTA, SYTA, ABA) building relationships with key players in tourism and entertainment.
- Hired, onboarded, and managed marketing apprentices and interns.

VIRGINIA REPERTORY THEATRE

MARKETING ASSOCIATE | February 2016 - May 2017

APPRENTICE AND HOUSE MANAGER | August 2015 - February 2016

- Independently managed digital promotion, including all paid and organic social media.
- Managed audience development programs, promotional events, and audience engagement.
- Used Tessitura CRM to analyze sales trends and execute promotions and segmentation.
- Independently house managed 600-seat, historic November Theatre in downtown Richmond, serving as primary customer service representative for patrons.

ADDITIONAL WORK EXPERIENCE

HEIST! THE MUSICAL OFF-BROADWAY | MARKETING DIRECTOR | June - August 2018

CAROLINA PERFORMING ARTS | ARTIST RELATIONS INTERN | August 2014 - June 2015

REESE INNOVATION LAB | ENTREPRENEURIAL FELLOW | May 2014 - May 2015

ARS NOVA THEATER | MARKETING INTERN | May - August 2013

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, CLASS OF 2015

B. A. in Journalism with Public Relations specialization; second major in Dramatic Art

SUMMARY OF SKILLS

Hubspot • Tessitura CRM • WordPress, MailChimp, WordFly • Strategic Partnerships • Event Planning • Adobe PhotoShop, Adobe Illustrator, Adobe InDesign • Microsoft Office • Direct Mail Campaigns • OvationTix • Google Office Suite • Google AdWords, Google Analytics • WordPress, MailChimp, WordFly • Copywriting • CPR Certified • All major social media platforms

REFERENCES AVAILABLE UPON REQUEST