



Samantha Rose Berger

248.707.4690 | samantha.berger44@gmail.com | samantharoseberger.com

Work Experience

Lyric Opera of Chicago | Chicago, IL | September 2018-Present

A not-for-profit company that produces world class opera with a balanced repertoire of classics, lesser known pieces, and new work.

Website Content Manager (Current role)

- Set content and user goals to drive website strategy and improve user experience
- Develop and implement content strategy, focusing on season and show landing pages, events, programming, fundraising, and other projects
- Manage project queue and prioritized content updates according to schedule
- Review and edit work from other authors, ensuring high-quality and consistent content
- Collaborate with IT team to align content updates with sprint schedule and advised on new features and user journeys
- Regularly review analytics and assist in website reporting, using insights to optimize content and user engagement

Digital Fundraising Manager

- Updated and maintained development web pages for events, board meetings, and exclusive donor content using Epierver CMS
- Created and maintained communication calendar which tracked, emails, web updates, social posts, surveys, direct mail, press and more
- Trained development staff on digital tools such as ActiveCampaign, Survey Monkey, Slack and others at request
- Implemented all donor surveys and strategized with teams on goals, audience and data needs
- Managed all external development email communications, including giving campaigns, event invitations, newsletters, and membership renewals while utilizing automations when possible
- Introduced a faster, more user friendly online donation form which accompanied our digital season content in 2020
- Oversaw and supported content creation including videos, photography, social posts, email copy, web copy and blogs

Digital Marketing Contractor

- Facilitated with precision updates to web calendar and upkeep of web content, including a monthly newsletter
- Developed email headers, execute email layouts, and assist in the rebranding of e-newsletter design
- Strategized email automations that included surveys for ancillary event reservations
- Assisted in creating facebook ad campaigns, including a children's show and an auction

Digital Marketing Intern

- Delivered daily website updates using Sitecore
- Produced data sheets using Data Studio to assemble digital advertising results
- Employ Tessitura and Prospect2 to send emails to various specific patron audiences

Broadway in Chicago | Chicago, IL | September 2018-September 2019

A theatrical production company that owns four historic Chicago theatres with up to 2,500 seats. The company programs Broadway tours, tryouts and premieres.

Usher Supervisor

- Lead team of ushers to count programs, assist patrons, and scan tickets
- Quickly solved seating and customer issues
- Collaborated with other supervisors and house managers to smoothly run pre/post show and intermission experience



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Victory Gardens Theater | Chicago, IL | May 2017-August 2017

A storefront theatre that focuses on developing and producing new theatre work and cultivating an inclusive theatre community. Here I worked three days a week among staff and interns to assist with day-to-day tasks and long term projects.

Marketing Intern

- Curated target market lists specifically for each event or show
- Facilitated marketing strategies based on board member decisions
- Collaborated with a team of interns to organize new play festival, *Ignition*

Black Lives, Black Words (event) | Kalamazoo, MI | January 2018-February 2018

An evening of staged readings, poetry and music to answer the question, "Do Black Lives Matter?" in collaboration with award-winning playwright and *Black Lives Black Words* curator Reginald Edmund.

Associate Producer

- Collaborated with curator and producer in creating a set list of new work and securing talent
- Communicated with artists via email about rehearsal details and paperwork
- Organized pre-show which included booking a local musician and creating audience engagement activities
- Facilitated tech rehearsals by collaborating with student stage manager

Marketing Director

- Curated target market lists for Mailchimp blasts and Facebook ads
- Designed original content for posters, table toppers, Instagram, Twitter and Facebook using Canva
- Reached out to local organizations to share promotional content on social media platforms
- Successfully filled house at capacity

The University Theatre, Western Michigan University | Kalamazoo, MI | August 2014-April 2018

An on-campus theatre that presents a ten-show season in three different spaces. Students, faculty, and guest artists collaborate together to create great art and hands-on, professional learning.

Arts Management Assistant

- Established a more prominent presence on the theatre's social media accounts by creating a "Social Media Squad"
- Coordinated and created social media content calendar and schedule
- Managed and trained students to create professional content for Facebook, Twitter, Instagram and Snapchat
- Served as a house manager by providing a personal and professional experience, including greeting and seating patrons as well as communicated activities between front and back of performance venue
- Supervised and trained volunteer usher staff
- Managed cash and a daily batch report and provided customer service to patrons using Tessitura

The Pillowman Project | Kalamazoo, MI | March 2018-July 2018

A grassroots project conceived and funded by two Western Michigan University alumni where we produced a successful two night production of Martin McDonagh's *The Pillowman*.

Marketing Director

- Collaborated with producers to develop marketing strategies
- Organized budget to fund digital advertisements and supply costs
- Crafted content, posterized the city, sent out email, and created/maintained a digital presence

Fundraising Director

- Predicted production expenses, developed a budget, and set fundraising goals



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- Launched fundraising campaign through Facebook, Venmo, Cashapp, and Gofundme
- Tracked donations, updated income statements, and processed final payments to actors and staff

Stage Director

- Constructed bookwork to thoroughly analyze Martin Mcdonough's *The Pillowman*
- Orchestrated meetings with producers and assistant director to discuss concepts, goals, and challenges
- Formulated rehearsal goals, schedules, and tasks to achieve overall artistic concepts and impact

Education

Western Michigan University

Bachelor of Arts: Arts Management, 2018

Minor in Marketing

Professional Skills

Tessitura, Google Analytics certified, Basic InDesign, Beatboxing, Microsoft Office, iMovie, MailChimp, Data Studio, Survey Monkey, Basic Photoshop, Prospect2, Sitecore, Basic HTML, ProofHQ, Episerver, Airtable, Asana.