

CHEYENNE MICHAELS

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EXPERIENCE

DENVER CENTER FOR THE PERFORMING ARTS

Sep 2016 - present

Marketing Manager (promoted Jan 2020)

- Managing day-to-day marketing operations for the DCPA's produced programming lines and a total budget of up to \$1 million dollars.
- Managing approximately 1,000 design, editorial, video, and digital projects annually that focus on lifecycle marketing strategies and campaigns, from first-time theatre goers to 40-year subscribers.
- Creating and implementing channel and advertising allocations, in-market timelines, and messaging strategies.
- Booking advertising and negotiating contracts, including digital, social media, print, and outdoor.
- Strategizing messaging and segmentation efforts for digital/social, email, and direct mail campaigns including analyzing and reporting on results.
- Collaborating and building effective relationships with external vendors and agencies, as well as internal cross-functional departments (including C-level executive members) to drive strategic and tactical decisions.
- Producing key art and promotional videos for 10-12 productions per year, including brainstorming, writing creative briefs, presenting to stakeholders, planning and directing commercial shoots, and managing timelines.
- Managing Instagram account, growing following nearly 80% and average engagement 20% in 1.5 years.
- Tracking budgets and coding invoices to ensure projects deliver under budget.
- Assisting in developing post-show KPI reports and pitch decks for larger campaigns.

Marketing Associate (promoted Jan 2019)

Marketing Coordinator

UNIVERSITY OF DENVER DEPARTMENT OF THEATRE

Sep 2017 - May 2018

Marketing Consultant

- Proposed and implemented a marketing/internship program utilizing a \$25k grant.
- Established and met season and show-specific sales goals; identified key metrics and reports to assess impact of strategies and programs.
- Led, taught, and mentored a team of five student interns through weekly lessons and assignments.

ROUND HOUSE THEATRE | BETHESDA, MD

May 2015 - Aug 2016

Graphic Design & Content Manager

- In-house graphic designer, photographer, and videographer for 8 productions per season.
- Revitalized social media efforts and worked independently to post and engage with followers on Facebook, Instagram, Twitter, LinkedIn, and YouTube.

STUDIO THEATRE | WASHINGTON, DC

Graphic Design / Marketing Apprentice

July 2014 - May 2015

- Full-time in-house graphic designer and photographer for 10 seasonal productions.
 - Revitalized social media efforts and collaborated on a team of 3 to post and engage with followers on Facebook, Instagram, Twitter, and Pinterest. Increased average organic reach by 30% in 6 months and created a style guide and emergency plan.
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EDUCATION

University of Denver, 2014

BA, Strategic Communications

BA, Theatre

Minor in Marketing

- Summa cum laude, Phi Beta Kappa

SKILLS

- Advanced knowledge of Microsoft Office Suite and Google Drive
- Working knowledge of Photoshop, InDesign, Illustrator, After Effects, and Final Cut Pro
- Experience with Wrike, Trello, Asana, Workfront, Ziflow, and Workamajig project management systems