

Jamie Hafner

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Edinburgh, United Kingdom

EDUCATION

University of Edinburgh

2022-2023

Master of Science: Creative Industries

Coursework: Creative Markets, Intellectual Property in the Creative Industries, Client Consulting, Insights Through Data, Ethical Data Futures, Cities as Creative Studios, Critical Creative Diversity, Cultural, Heritage, and Learning Futures, Pitching Your Stories, Services and Products, Strategic Change Leadership for Creative Industries

Drexel University

2018-2022

Bachelor of Science: Entertainment and Arts Management. Minors: Non-Profit Communications and Business Admin.

Coursework: Audience Development for the Arts, Box Office and Venue Management, Commercial Theatre Management, Entertainment Promotion and Branding, Granting Writing, Performing Arts Touring and Promotion, Producing for Live Entertainment, Public Relations Principles, Social Media for Entertainment, Volunteer and Board Management, Strategic Management for the Arts

WORK EXPERIENCE

Philly POPS

January-August 2022

Marketing and Communications Co-Op

- Write first drafts of communications materials, including press releases and media advisories that are distributed to over 80 media contacts with an average 27% open rate
- Create and manage the organization's Instagram, Facebook, Twitter, and LinkedIn pages, reaching 10,000 accounts on four platforms weekly and increasing followers by 5% every quarter on each platform
- Assist in the planning and execution of press events, resulting in an average of 500,000 media impressions per event and a correlating increase in sales shortly after each press event

Theatre Exile

September-December 2021

Arts Administration and Patron Services Intern

- Engaged with patrons while fulfilling season subscription tickets for over 300 subscribers, selling tickets/subscriptions to over 50 buyers via phone, and managing hundreds of Patron Contacts in Patron Manager.
- Updated and maintained Theatre Exile's casting database, filing 250 casting submissions and transferring the Google Sheets database to Airtable, resulting in successful hires directly off the casting database.
- Supported the Director of Individual Giving with implementation and execution of opening night festivities, hosting and feeding 75 patrons while cultivating stronger donor relations for the theatre

FringeArts

May-September 2021

Marketing and Communications Intern

- Monitored FringeArts social media platforms on Instagram, Facebook, and Twitter, generating social media content that engaged over 10,000 existing followers while increasing followership by 10%
- Managed 170+ events in WordPress, updating and entering information on showtimes, COVID-19 policies, ticket prices, and SSO taglines to successfully reach over 250,000 viewers on all events
- Wrote and distributed performance information to over two dozen online event publication calendars for the Greater Philadelphia Region, promoting 12 productions to a total audience of 100,000 viewers

SKILLS

Adobe Suite, Airtable, Salesforce, Tessitura, Mail Chimp, Hootsuite, Word Press, Squarespace, Wix, WordFly, Meltwater