

# STEPHEN SNOW

ARTS MANAGER & COMMUNICATIONS PROFESSIONAL

203 – 592 – 8000



stephen@amatterofmedia.com



www.AMatterOfMedia.com



Fort Collins, CO



www.linkedin.com/in/stephen-snow



## PROFESSIONAL PROFILE

Dedicated and versatile arts manager, communications, and media arts professional with twenty years of experience serving across a broad range of disciplines. Adept at developing strategies that work to meet goals, serve objectives, and most importantly — reach people! Possessing a natural ability to connect with others and generate enthusiasm among stakeholders. Experience as a mentor, providing employee development, and building team spirit and effectiveness.

## EDUCATION

BACHELORS // w/honors  
Literature/Writing  
Columbia University, NY, NY  
1994-1997

Hunter College // Communications  
NY, NY

## SKILLS

### PROFESSIONAL

Relationship Development

Creative Online Marketing

Task Prioritization/Multitasking

Business Communications

Executive Presentations

Team Development

## WORK EXPERIENCE

### GENERAL MANAGER & DEVELOPMENT DIRECTOR

Bas Bleu Theatre | Fort Collins, CO | August 2019 – April 2020

- Reporting to the Board of Directors, responsible for the leadership, strategic planning, and financial development of Bas Bleu Theater.
- Supervised all professional and support staff and consultants.
- Approved in advance all staff work assignments.
- Attended all Board Meetings and create monthly report for the BoD.

### Theatre operations

- Supervised box office operations, including management of all vendor relationships.
- Created and signed contracts and settlements.
- Obtained performance and script rights for each show of the Season. Created and oversaw distribution of marketing materials, including but not limited to:
  - Season ticket renewal letter
  - Create season brochure and other marketing brochures
  - Main Stage shows: Playbill, posters, postcards, website and social media updates, photos, and promotional videos
  - Reader's Theatre: Playbill, website, and social media updates
  - Special Events: Playbill, website, and social media updates
  - Comedy Brewers: Create marketing materials for monthly performances, including Facebook events, website, and social media

### Communication management

- Responsible for all messaging: Website, mailing lists, Constant Contact e-newsletter, and all other marketing, advertising, and public relations communications.
- Personally built the theatre a new WordPress website.

### Donations and mailings

- Received and processed all donations through Fundraiser.
- Created "Thank You" and other letter templates.
- Oversaw and assisted in mailing "Thank You" letters.
- Oversaw groupings and list generation for mailings.

# STEPHEN SNOW

---

## SKILLS

### TECHNICAL & CREATIVE

#### Web Development:

WordPress & Joomla

Content Creation & Management

Writing Copy & Editing

#### Video Production & Editing:

Final Cut X, Final Cut Pro 7, Adobe Premiere, DaVinci

#### Other Software:

Photoshop, Apple Logic, Mainstage, MS Word, Excel, Powerpoint, Apple Pages, Numbers, Keynote, iMovie, Garageband

Website Control Panel Management

## PERSONAL WEBSITE

[www.AMatterOfMedia.com](http://www.AMatterOfMedia.com)

## VOLUNTEER WORK

Former Events Planning Lead,  
Charter for Compassion International

## EXPERIENCE CONTINUED

### GENERAL MANAGER & DEVELOPMENT DIRECTOR

Bas Bleu Theatre | Fort Collins, CO | August 2019 – April 2020

#### Theatre finances

- Responsible for all aspects of financial operations. Included financial reporting to the Board, audit coordination, cash management, expense control, insurance coverage, tax filings, and compliance procedures for applicable regulations.
- Coordinated with the Treasurer and Board to ensure the budget is balanced.
- Supervised bookkeeper to ensure all financial obligations were paid, income was promptly recorded, and financial records were up to date and transparent.

#### Grants and Fundraising Efforts

Managed grant applications, processes, and follow-ups; contribute data to wrote potions of all grant applications, in concert with a contracted Grant Writer.

Maintained the Fundraising (software) database; processed acknowledgment letters.

- Developed and managed all [Colorado Gives Day](#) fundraising and marketing efforts.
- Assisted in fundraising campaigns (such as the annual "Mardi Gras" fundraiser.)
- Entered all donations into the Fundraiser database.

Responsible for building maintenance and management of all staff and volunteers.

Supervised the human resources of BB that include guest contracts (LOAs).

Responsible for ensuring staff members and contractors are fulfilling their duties.

Coordinated bi-weekly staff meetings.

Coordinated opening night receptions.

## ADDITIONAL EXPERIENCE

### ARTISTIC DIRECTOR

The Palace Theatre | Danbury, CT | 2009 – 2011

The Palace opened in 1928 as a 1999-seat venue but it fell into neglect and shut its doors in the 90s. Dark for nearly 15 years, it was open again and struggling for three years before my hiring. My mission was to raise our profile, involve the community in our theatre, increase audience attendance and revenue, and help bring commerce and energy back to Main Street, Danbury.

#### Duties & Accomplishments:

- Produced heterogeneous live arts and arts education programming.
- Wrote and managed production budgets, contracts and offer sheets.
- Negotiated bookings with artists including Judy Collins, Citizen Cope, Colbie Caillat, Shawn Colvin, and others.
- Researched, developed, and produced live performances, events, and benefits.
- Managed operations front and back of house, concessions, inventory, and payroll.
- Served as representative in the press and in the media; emceed when appropriate.
- Managed daily operations, led production meetings, attended all rehearsals and sound checks, managed building and maintenance.

# STEPHEN SNOW

## EXTRAS

I was a voice student at the High School of Music & Art (**FAME!**).

I enjoy playing the guitar.

Dancing's in my blood!

Words to live by:

If you have integrity it's the only thing that matters. If you don't have integrity it's the only thing that matters.

I have two cats,  
Tenzin & Annalee.

## THINGS I LIKE

Mountains

Ocean & the Beach

Scuba Diving (certified)

Frisbee (Freelance & Ultimate)

Music, Music, Music

Movies

Animals

## ADDITIONAL EXPERIENCE CONTINUED

### ARTISTIC DIRECTOR Cont'd

The Palace Theatre | Danbury, CT | 2009 – 2011

- Engaged the community and brought theatergoers back to the Palace
- Realized an increase in audience attendance, ticket sales, and concessions revenue within the first four months.
- Developed corporate sponsorship, media, and local political relationships.
- Built a new website and integrated it with [accesso ShoWare](#) and new ticket printers; built the theatre's initial social media presence.
- Developed and mentored staff, encouraging learning, collaboration, and growth.
- Used [PollStarPro](#) for artist research and season planning.

### CO-FOUNDER, ARTISTIC DIRECTOR

The Center for New Media and the Arts | Bethel, CT | 2008 – 2009

Conceived and co-founded the Center, an art gallery and live arts venue in a 2,400 sq. ft. loft space in a historic, 1848 building in Bethel, Connecticut where P.T. Barnum once had a vaudeville stage and Mark Twain played pool when the first floor of the building was a billiard hall.

#### Scope of Work:

- Conceptualized and produced performances, art exhibits, and special events. Programming included stage plays, music, dance, comedy, poetry spoken word, films, special events, and benefits.
- Developed arts education programs included acting and music instruction, life drawing, songwriting, salsa and swing dance lessons.
- Facilitated film nights and conversations with artists, actors, and filmmakers.
- Sought out and developed relationships with local and regional artists.
- Represented the Center in the public and in the media.
- Managed venue rentals and agreements.
- Trained staff, volunteers, and interns.
- Developed an email database of 733 contacts in less than a year.
- Wrote our newsletters, press releases, and marketing and promo materials.
- Produced benefits for charitable organizations including a 911 First Responders Fund, the Wyatt Foundation for Becker Muscular Dystrophy, and WPKN Radio.
- Worked closely with architect, town and state officials to ensure compliance with codes and regulations.

## REFERENCES



JEFFREY BIGGER  
VP, Board of Directors  
Bas Bleu Theatre  
(404) 219-7373  
[jwbigger@gmail.com](mailto:jwbigger@gmail.com)



JERRY ROCHE  
CEO  
Dot Time Legends  
914-648-6295  
[jerryroche1@aol.com](mailto:jerryroche1@aol.com)



JANE SPENCER  
President, Board of Directors  
Bas Bleu Theatre  
303-748-0165  
[realtorjanespencer@gmail.com](mailto:realtorjanespencer@gmail.com)