

STEVEN FRANCO

he/him/él

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WORK and OTHER RELATED EXPERIENCE

Woolly Mammoth Theatre Company

Washington, D.C.

Lin Manuel Miranda Family Marketing Fellow

August 2023 - Present

- Planning, organizing, and creating photo, video, and written content and storytelling for social media, e-mail, press releases, and other communications channels.
- Assisting with social media operations, such as posting, monitoring comments, engaging with direct messages, and reviewing analytics.
- Provide customer service by phone, email, and in-person for patrons, including selling tickets and packages.
- Reading and reporting on analytics and insights of social media, e-mail, advertising, and promotional efforts.
- Actively engage with and support the season planning process (reading plays, thinking about departmental opportunities, etc.)

Round House Theatre

Bethesda, MD

Box Office Associate

June 2022 - May 2023

- Prepare Will Call and mail tickets. Process donations, single or subscription ticket orders, and assist group ticket buyers. Assist in subscription renewal calling campaign.
- Provide excellent service over the phone and in person, addressing the needs of patrons in a friendly, helpful, timely, and effective manner. Maintain knowledge of plays, ticket policies, and website navigation.
- Assist in controlling patron flow and backed-up lines – helping to reduce patron waiting time. Assist patrons with problems or concerns, and contact management as appropriate regarding patrons with problems or concerns.

Center for Culture, Equity, and Empowerment at George Mason University

Fairfax, VA

Senior Ambassador - Marketing and Communications

January 2023 - August 2023

- Assist in representing CCEE at various campus events and outreach activities, responding to requests for interviews, class/organization presentations, tabling, and research opportunities. Maintain and submit marketing requests for social media, newsletters, and other communications.
- Fully operating all social media channels and website design. Creating graphics and keeping up regularly scheduled and relevant posts with world/community news, job opportunities, etc.
- Co-develop and implement justice, diversity, equity, inclusion, and anti-racism training and development workshops for the Mason community.

DC Capital Fringe Festival - *The Road to the End* by Bella Panciocco

Washington, D.C.

Director of Marketing and Social Media

May 2023 - July 2023

- Maintain and/or coordinate all social media campaigns for *The Road to the End* by Bella Panciocco including consistent presence over social media platforms like Instagram. An account was created and developed to promote and prioritize new work @roadtotheendplay.
- Create graphics for cast announcements, rehearsal photos, and "save the date" posts. This includes making an official recognizable logo for the production.

- Create and utilize Instagram Ads to promote the event and ignite a rise in ticket sales.

Housing and Residence Life at George Mason University

Fairfax, VA

Learning Community Resident Assistant

August 2021 - May 2023

- Appropriately addressing and responding to University and residence hall policy violations and health and safety emergencies if/when brought to their attention.
- Develop an inclusive and welcoming community by using strategies and expectations outlined in staff training, communications, and information provided by the department in order to help students transition to and through college.

EDUCATION and TRAINING

George Mason University, College of Visual and Performing Arts

Fairfax, VA

Bachelor of Fine Arts in Musical Theatre

May 2023

Overtures: The Musical Theatre Institute

Arlington, VA

Signature Theatre Education Department

June 2022

Albert Einstein High School, Academy of Visual and Performing Arts

Kensington, MD

Maryland High School Diploma

May 2019

SKILLS

Video and Photo Editing (*Final Cut Pro, iMovie, Adobe Premiere Pro, CapCut, etc.*), Website Building (*Wix, WordPress, Squarespace*), Graphic Design (*Canva*), Proficient in *Tessitura*, Proficient in *Prospect 2*, Bilingual (English and Spanish), U.S. Driver's License, Facilitating and Providing Workshops in Title IX and DEI through *GMU* and *Broadway for Racial Justice*, Experience in Teaching/Working with Children

REFERENCES

References are available upon request.