

REBECCA EAST

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Professional Experience

Community Coordinator

ColdTowne Theater

May 2024 - Present

- Recommend, develop, and implement social and educational programming to engage the community
- Work in collaboration with department managers to lead, adhere to timelines, and ensure all large and small scale events are executed efficiently
- Serve as liaison between staff and its community members/students
- Assists Marketing Director in Instagram content creation and management
- Assists Artistic Director in mentoring and managing student-led productions

Improv Instructor

The Hideout Theatre

March 2023 - Present

- Teach 6-week classes of 10-18 adults, beginner to advanced improv coursework
- Supervise and mentor TAs, train those who are placed on a track to teach
- Plan and facilitate student showcase performances

Managing Director

Jan 2025 – June 2025

Austin Sketch Fest / ColdTowne Theater

- Produced 26 performances over 5 days, 13 of which recruited from around the U.S.
- Set calendar of deadlines, quantified all tasks for each department- production, hospitality, marketing, and sponsorship acquisition
- Approve all budgets and expenditures, increased profits by 34% from the 2024 festival
- Served as first point of contact for all staff of the theater and producing staff

Operations Manager

Stage Alliance, Inc

August 2022 - Present

- Approve bi-weekly payroll for all 200+ hourly employees, works on finance team with monthly account reconciliations
- Conduct daily office operations including but not limited to office upkeep, receiving and depositing cash and check payments, and answering phones
- Facilitate quarterly new hire orientation sessions, ensures all onboarding is seamless
- Supervise technical crews of employees of Broadway and other touring theatrical events, ensuring safety and efficiency
- Manage the office budget effectively, overseeing expenditures on office supplies, equipment, and technology to ensure cost-efficiency while maintaining quality and meeting operational needs
- Assist with contracts and other special projects as assigned

Marketing Director

Jane Austin Improv

May 2023 - Present

- Create digital content for Instagram, YouTube, Patreon, company website and bi-monthly newsletters
- Created brand kit to be implemented on digital media, merchandise, and in artistic performances and community partnerships
- Submits and collaborates with festival producers to cross-promote featured performances at events such as SF Sketch Fest, Impro Amsterdam, Laugh Out Longview Improv Festival, and more

Program Director

June 2022 – July 2022

Lavner Education

- Served as the first point of contact for parents, teachers, and students for the K-9th grade summer camps
- Completed quality check-ins with teaching staff, identifying alternative solutions quickly and effectively for problems that arose in the classroom
- Reinforced Lavner's standards, policies, and procedures for a successful experience

Theatre Teacher

August 2020 – May 2022

Paredes Middle School, Austin ISD

- Produced original lessons, materials, programming, play productions, while maintaining logistical and scheduling details for events
- Created 2 digital-remote short films, 3 live performances, and 1 Improv performance involving 100+ students
- Began as department head for the separate Theatre and Dance programs and recruited/ retained 150+ students to both programs, growing them into 2 separate full-time programs during the 2020-2021 school year
- Led the campus' fine arts department for the 2021-2022 school year, organizing cross-department events and meetings
- Managed departmental budgets and inventories
- Communicated with parents pertaining to student development and events

Administrator/Teaching Artist*Zach Theatre*

June 2018 – July 2021

- Assisted in HR and operational support for teaching staff, interns, and students during 2018 summer season
- Worked as the Saturday downtown Zach Education office administrator, fall 2018
- Has substitute taught various youth classes and taught Design and Acting classes, ages 5-12
- Worked as the Saturday downtown Zach Education office, fill-in, camp manager, 2021

Administrator/Teaching Artist*The Paramount Theatre*

July 2019 – July 2020

- Assisted the education department in managing camper behavior concerns, teaching artist staff, and all communication with campers and families
- Created lessons and engagement plans for campers
- Reflected with staff and teachers daily to improve education and engagement

Education

The University of Texas at Austin, College of Fine Arts

Theatre Studies

Bachelor of Fine Arts

Skills

Project Management

Multimedia Content Creation

Outstanding Written and Verbal Communication

Organizational Skills

Excellent Customer Service

Interpersonal Relationships

Lifelong Learner