

CARSON COLLINS

SOCIAL MEDIA MANAGER

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Profile

Originally from rural Michigan, I moved to DC to pursue a degree in Musical Theatre. Now, recently graduated with my Bachelor of Music in Musical Theatre from the Catholic University of America, I am pursuing a career in story-telling. With the COVID-19 pandemic shuttering theaters across the globe, the way that I can tell those stories has shifted. I have jumped headfirst into the world of Digital and Arts Marketing by attending George Washington University in their digital marketing certification program. Currently, I am working for the Rome School of Music, Drama, and Art as their Social Media Manager.

Experience

Social Media Manager, Rome School of Music, Drama, and Art, Washington, DC — 2019 - Present
Work with four departments to produce a unified voice and promote over 100 events annually. Manage 12 social media channels across Facebook, Instagram, Twitter, LinkedIn, and YouTube. Develop marketing campaigns and publish monthly growth statistics. Grew Instagram following by 122% with a zero dollar budget over 18 months with a maximum of 20 hours a week.

Office Assistant, Rome School of Music, Drama, and Art, Washington, DC — 2016-2019

Directly assist the Production Manager and the Administrative Assistant. Compile and file confidential student and contractor paperwork. Run the front of house experience to ensure positive experiences for our audiences.

Casting Associate/Artistic Intern — 2018

Manage audition logistics, room preparation, paperwork compilation, and serve as a liaison between actors and production staff. Draft actor's offer agreement contracts for review by agents and the casting director. Coordinate audition scheduling.

President/Artistic Director, CenterStage Theatre Company CUA, Washington, DC — 2018-2019

Coordinate and schedule a 37 student working board, 5 design teams, and 6 directors. Serve as a point of communication between student organization and university. Planned and executed the 2018/2019 season consisting of 9 events. Achieved the highest audience attendance rates in 5 years.

Education

George Washington University — Digital Marketing, Expected Graduation 2021
The Catholic University of America — Performing Arts Management, 2019

Skills

Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads, Hootsuite, Canva, Familiar with Adobe Suite, Mailchimp, Wix, Cascade, Creative Strategy, Storytelling, Personal and Business Branding

References

Zac Gilbert

Position: Production Manager
Company: Wolf Trap
Phone Number: (502) 751-6617
Email: zgordon@gmail.com

Beth Amann

Position: Managing Director
Company: Monumental Theatre
Phone Number: (443) 722-0523
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beth@monumentaltheatre.com

Marika Countouris

Position: Music Director
Company: Georgetown Visitation
Preparatory School
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