


# A.J. Magoon

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## Education

Honors Bachelor of Arts / Theatre Arts  
Public Relations Minor

Marquette University  
Milwaukee, WI

*summa cum laude*, GPA 4.0  
Valedictorian  
Graduated May 2018

## Professional Skills

Adobe Creative Suite



Microsoft Office



Wix and WordPress CMS

Showclix

Spektrix

Canva

Cision and PRWeb

SurveyMonkey

Hootsuite

Tweetdeck

MailChimp and Constant Contact

Writing:

*Grant writing*

*Public relations*

*News (AP style)*

*Business to business*

## Personal Summary

Marketing director and non-profit administrator with 7+ years of experience in media relations, grant writing, copywriting, project management, social media administration, government relations, survey and focus group research and graphic design.

## Professional Experience

### Executive Director

Previously: Managing Director, Marketing Director

*Summit Players Theatre, Milwaukee, WI / August 2015 – Present*

- Wrote press releases and pitched stories resulting in upwards of 45 newspaper, television or radio placements with total yearly impact exceeding 800,000 individuals
- Coordinated yearly tours of 20 to 25 theatre and education events in Wisconsin state parks alongside WI DNR staff
- Shot and edited promotional production photos for distribution through social media and use in print collateral

### Marketing Director

*Next Act Theatre, Milwaukee, WI / February 2020 – Present*

- Managed publicity of four plays per year, balancing deadlines and utilizing earned media, print collateral, social media and ad buying strategies to exceed sales goals by as much as 100%
- Shot and edited promotional videos for use in social media marketing, fundraising campaigns and donor relations

### Social Media Development Director

*Theatre Gigante, Milwaukee, WI / August 2019 – July 2020*

- Drafted and scheduled social media posts for a variety of platforms, including Facebook, Twitter and Instagram

### Public Relations Assistant

*Bottom Line Marketing & PR, Milwaukee, WI / May 2017 – December 2019*

- Drafted press releases, identified key media targets through Cision database and drafted article content for trade media
- Administered online surveys with more than 3,000 respondents and identified key data trends and takeaways
- Conducted competitive intelligence research and assembled competitor profiles, including financial data, hiring trends and organizational leadership
- Took notes and compiled reports for focus groups

### Assistant to the Artistic Director

*Marquette University Theatre, Milwaukee, WI / August 2015 – May 2018*

- Managed promotional campaigns and projects, using a combination of social media content, print advertising and in-person sales tactics to drive attendance for performances