

Don Rebar

Video & Content Producer | Arts Marketer | Dramaturg

CONTACT

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PURPOSE

I believe that all theater presents opportunities to enter into a dialogue with an audience. My purpose as a video producer, content creator, & non-profit arts marketer is to create compelling points of contact which invite enjoyment, engagement, & curiosity about the play, its themes, & the greater impact on the communities around us.

EXPERIENCE & ACHIEVEMENTS

Wisconsin Conservatory of Music [Milwaukee, WI]

2017 - Present

Director of Marketing (2018 - present)

Marketing Manager (2017 - 2018)

As a senior staff member at Wisconsin's largest non-profit community music school, my work has helped WCM achieve new levels of fiscal stability by leading & contributing to record-breaking marketing and development campaigns as lead video & digital content creator, copywriter, graphic designer, & webmaster, while managing 1 - 2 employees.

- Generated **30% growth in WCM's private lesson student body** for three consecutive years (FY18 - 20) through multi-channel, content-rich marketing campaigns. Met and/or exceeded annual revenue goals during tenure.
- Key contributor to **annual fundraising appeals that have increased revenue 300%** from FY18 - 20. In collaboration with development staff, designed & produced videos, direct mail pieces, & social media content that showcased the impact of WCM's scholarship, in-school, & community partnership programs.
- Led **video production of WCM's first online gala**, which generated a record \$80k+ for student scholarships & financial aid during the COVID-19 pandemic. Duties for this 40-minute presentation included oversight & execution of interviews, cinematography, graphics, video editing, & streaming.
- Provided messaging, copywriting & graphic design support for the successful **\$7.5m "Campaign for the Wisconsin Conservatory of Music,"** the organization's first capital campaign in nearly two decades.
- Oversaw **website redesign** (late 2019) with consultants Graydient Creative to improve UX & SEO, refresh graphics, & showcase organizational impact. In the six months following relaunch, traffic increased 20%.

Westport Country Playhouse [Westport, CT]

2015 - 2017

Assoc. Director of Marketing (2016 - 2017)

Community Engagement and Digital Content Manager (2015)

My initial role at this 578-seat, LORT B theater focused on the production of dynamic video, print, web, email and social media content; as well as the strengthening of key community partnerships. Later, my work evolved to include the creation of targeted mailing lists, season and single ticket campaign messaging, and campaign reporting. During my tenure, the theater had its highest grossing season in a decade.

- Edited and filmed **weekly video pieces** that became key components of season & single ticket marketing campaigns - including behind-the-scenes interviews, official trailers, sizzle reels, and thematic teasers. In collaboration with consultants Capacity Interactive, video & digital content resulted in an **658% average ROI** for Facebook single ticket campaigns.

- Produced **education & community engagement initiatives**, in concert with artistic and development staff. Duties included event building, liaising with community partners, leading lectures & discussions, writing student activity guides, and assisting with reports to underwriters such as the NEA.
- Created “Story Explorers” youth education series, in partnership with local libraries, to promote WCP’s **theater for young audiences** series. Originally intended to be a marketing activity, this program quickly attracted funding and became an independent stream of revenue.

The Gateway (Playhouse) [Bellport, NY]

2009 - 2015

Director of Marketing (2014 - 2015)

Assoc. Director of Advertising, Public Relations, & Social Media (2013)

Development Associate (2012) | **Staff Writer** (2011)

Box Office Associate (2009-2011)

My achievements as the company’s first marketing director helped steer it into solvency by increasing our subscriber base by 25% and growing single ticket revenue by 5% in the 2014 Season. Achievements include meeting ticketing goals at two houses (504 & 1,200 seats), improving the efficiency of sales campaigns, & introducing new digital strategies, such as responsive website design, social media advertising, & email marketing to this 60+ year-old legacy institution.

Contemporary American Theater Festival [Shepherdstown, WV]

2008

Administrative Assistant

Eugene O’Neill Theater Center [Waterford, CT]

2004

Stage Management Intern, National Playwrights’ Conference

EDUCATION

West Virginia University

BA - Visual & Performing Arts: Theatre | **BA - English: Creative Writing**

Minor - Communication Studies | Concentration - Journalism: News/Editorial

Stony Brook University

MFA - Dramaturgy

RECOGNITION

Award: John Gassner Award in Dramaturgy [Stony Brook University]

Award: Most Meticulous Stage Manager [O’Neill Center]

Award: Full Academic Scholarship [West Virginia University]

Presenter: Mobile Tickets & Social Media [AVConnect Conference]

SKILLS & PASSIONS

Adobe Creative Suite | **Branding** | **CRM** [Tessitura, Audienceview, Salsa]
Campaign Management | **Community Engagement** | **Dramaturgy**
E-Mail Marketing [Wordfly, Constant Contact, Salsa] | **Facebook Advertising**
Fundraising Graphic Design | **Google Analytics** | **HTML/Web CMS**
Journalism & PR | **Photography** | **Social Media** | **Video Production**

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