

# Bridget Woodbury

Artist and Designer | Marketing and Engagement Strategist

[www.bridgetwoodbury.com](http://www.bridgetwoodbury.com)

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Bridget has a broad range of experience in marketing and project management. She uses that expertise, as well as her specific experience marketing to members, to support small businesses, nonprofits, and independent artists in promotion, logo design, and brand management.

## Selected Experience

### Freelance Art, Design, and Marketing

August 2018 - present | all links below available at [www.bridgetwoodbury.com](http://www.bridgetwoodbury.com)

- Photography: <https://VSCO.co/bridgetmakesstuff>
- Illustration and Layout: <https://dribbble.com/bridgetmakesstuff>
- Longform blog content: <https://www.clippings.me/bridgetmakesstuff>
- Etsy: <https://www.etsy.com/shop/managedexpectations>

### Membership Marketing Senior Coordinator; Americans for the Arts

November 2015 - August 2018 | promoted from Membership Marketing Coordinator Dec 2017

- Implemented a rate adjustment for our member dues in 2017; as a result, the program saw a 21% increase in membership revenue of over \$40,000, which we've sustained into 2018  
Because our organization has released a Statement on Cultural Equity, part of these rate adjustments was the development of a \$30 digital-only membership that is more accessible to students, retirees, and community organizers outside of the traditional Local Arts Agency system
- Reduced our expenses significantly by employing new vendors and platforms for digital resources including email discussion lists and a career center
- Developed resources for our members that center the value of being connected to other folks in the field, rather than the discounts available and rebranded the program to match.  
These changes include:
  - Adapting our listserv format to foster specific discussions and resource-sharing, rather than creating nebulous space around general topics of interest
  - Creating digital and physical spaces for peer-to-peer learning
  - Creating digital and physical spaces for folks to connect directly with our staff experts and effectively apply the research and professional development we offer directly to their work
- I engage extensively in our internal diversity, equity, and inclusion work, including sitting on committees that propose programming, interrogate issues within our workplace, develop metrics for success in that arena, and engage directly with other individual contributors around specific topics of interest

### Intern; Arts Action Fund

January 2015 - April 2015

- Provided support for Arts Advocacy Day and related events
- Created and administered a social media plan in support of AAFs target issues
- Promoted membership and social media engagement with content relevant to a broad cross-section of arts advocates; expanded online visibility

- Researched potential organizational partners across the country

Freelance event support and arts management; self-employed, full time

June 2008 - October 2015

- Worked in theatre, opera, corporate events and conferences, and rental support
- Services to corporate clients included: scheduling staff, day of time-management, resource management, preparing speakers, overseeing setup and breakdown, creating event timelines, and interfacing with hotel/conference center staff
- Services to rental clients included: day-of coordination, scheduling, processing contracts, personnel management, budget maintenance, touring logistics, interfacing with unions
- Representative clients:
  - Theatre J, Rep Stage, Everyman Theatre, Opera Lafayette at the Kennedy Center, Youth America Grand Prix at Lincoln Center;
  - International Saxophone Symposium, Dramatists Guild of America's Playwrights Symposium, for the Center for the Arts at George Mason;
  - Barclays, Wells Fargo, Goldman Sachs for McRoscher Productions

**Current Volunteer Board Positions**

Chair; Blondes vs Brunettes DC, a program supporting the Alzheimer's Association

2016-present | Previously: Marketing Committee Chair

Marketing Committee Chair; Pointless Theatre Company

Fall 2016 - Present | Previously: independent consultant - long term planning

**Technical and Analytics Skills**

- Website customization & maintenance: wordpress, rapidweaver, HTML, CSS
- Analytics: Google analytics, Statcounter, bitly statistics, Facebook insights, Instagram insights

**Education and Training**

Certificate, User Experience Design - University of Baltimore, anticipated Fall 2019

Certificate, Membership Management - American Society of Association Executives

MA, Arts Administration – Goucher College | Emphasis: marketing and engagement | Thesis: *Your Mission, if You Choose to Accept it: Evaluating Planning as a Preventative Approach to Nonprofit Mission Creep in a Visual Arts Context*

BA, Theatre – University of Maryland, College Park | Emphasis: stage management