

Colette Richardson

778-863-2131 | coletteavrRichardson@gmail.com

OBJECTIVE

Utilizing my passion for theatre, I strive to develop new works that speak to audience's hearts and challenge them to consider new perspectives. Integrating my skills of producing, and arts administration and management, I hope to create inclusive spaces that assist in making theatre accessible to all.

SKILLS, SOFTWARES AND SOCIAL MEDIA

SKILLS: Grant writing (successful grants of \$6000+), Strong written and verbal communication skills, passion and experience working with children, management, and leadership skills, working knowledge of theatre production, training in theatre, music, dance, etc., Criminal Record Check with Vulnerable Sectors.

SOFTWARES: Microsoft Office Suite, WordPress, Zoom, OBS, Discord, ShowTix4U, Eventbrite, Mailchimp, Monday.com, Canva, Wondershare Filmora, Audacity, Band Lab, Planoly, Calendly, Theatre Manager.

SOCIAL MEDIA: TikTok (@coletteavrRichardson, 15k+ followers), Instagram (@coletteavrRich), Facebook, WordPress (coletterichardsontheatre.com, russorichardsonproductions.com, jacobtylerkent.com).

SELECT WORK EXPERIENCE

COMMUNICATIONS ASSISTANT – PROFESSIONAL ASSOCIATION OF CANADIAN THEATRES (MAY 2022-PRESENT)

Assists with administrative tasks including emails with members, creating website member accounts, filing contracts, website updates, creating job postings, etc. Responsible for social media strategy, design and posting.

COMMUNITY EVENTS COORDINATOR – TARRAGON THEATRE (MAY-JUNE 2022)

Supports the planning and co-ordination of several Tarragon events including Teacher Appreciation Night, Board VIP Night and the Birthday Bash Fundraising event, including securing silent auction items, volunteer coordination, set up/tear down, décor planning, etc. Assists with graphic design, copywriting and strategizing for social media posts and website page.

COMMUNICATIONS ASSISTANT – DANCE UMBRELLA OF ONTARIO (AUG 2021-DEC 2021)

Assisted in creating content and marketing strategy plans for DUO clients. Responsible for web design project for incoming DUO client (WordPress), as well as Eventbrite management, newsletter creation (Mailchimp), scheduling, COVID policy audience management systems and graphic design for existing DUO clients. Assisted in both digital and on the ground marketing for summer Dance Made in Canada festival. Successfully managed client conflict to ensure both organizational and client satisfaction.

ADMINISTRATIVE AND GRANTWRITING ASSISTANT – BLOCK 8 CHILDREN'S SOCIETY (APR 2021-AUG 2021)

Assisted in administrative tasks including managing email communications, scheduling meetings and taking meeting minutes. Conducted research into real estate options for capital growth projects, including reading and reporting on City Council meetings and municipal law, researched potential funding opportunities, and prepared documentation for grant applications.

INTERIM EDUCATION ASSISTANT – GATEWAY THEATRE (APR-MAY 2019)

Assisted the Education Manager with registrations, fielding calls from parents, logistics for summer programming, and general office tasks. Was responsible for organizing a student volunteer program including setting up interviews and conducting interviews with prospective volunteers and arranging final volunteer placements. Organized, conducted, and managed a phone survey about the experiences of families in the Academy Training programs that culminated in a final report of collected data. Successfully tripled the organizations previous record of survey participation and collected responses used to create programming for upcoming seasons.

SELF-PRODUCED WORK

FOUNDER AND DIRECTOR OF OPERATIONS – RUSSO RICHARDSON PRODUCTIONS (JUL 2020-DEC 2021)

Founder and co-owner of entirely virtual theatrical production company with a social media reach of 1700+ on Instagram and 13k+ on TikTok. Was responsible for managing day to day operations, including managing finances, communicating with independent contractors, building schedules, chairing executive team meetings, etc. Lead and ensured execution successful strategic and season planning. Managed production elements from pre-production to post-production including licensing, hiring of creative teams, audition scheduling, marketing strategies, ticketing and customer service, technical production elements, budgeting, and sourcing for materials. Negotiated a deal for the first officially endorsed production of We Are the Tigers following it's 2019 Off Broadway run.

FOUNDER AND PRESIDENT – OUR TIME PLAYERS (APR 2018-APR 2019)

Managed behind the scenes production elements on several major productions including full-scale Off-Broadway musicals, plays and cabaret concerts. Secured rehearsal and performance spaces, managed personnel, scheduled load in and technical rehearsals, acquired insurance, communicated with independent contractors and venues, ran budgeting, and assisted in technical set up. Chaired and ran weekly meetings of the Board of Directors.

FOUNDER AND COLLECTIVE DIRECTOR – ETERNAL THEATRE COLLECTIVE (JAN 2016-JAN 2018)

Led strategic planning efforts, including development of a mission statement, drafting of a Constitution and Bylaws, and maintaining vision for the organization. Managed behind the scenes production elements on award-nominated full-scale play, musical and cabaret performances. Secured rehearsal and performance spaces, hired independent contractors, organized, and managed casting efforts, managed personnel, scheduled load in and technical rehearsals, acquired insurance, communicated with independent contractors and venues, ran budgeting, and assisted in technical set up. Assisted in ensuring that all productions during my run were fully sold out. Chaired and ran weekly meetings of the Board of Directors.

EDUCATION

BACHELOR OF ARTS IN ARTS MANAGEMENT – UNIVERSITY OF TORONTO, (SPRING 2022)

4.0 average, including earning the highest mark in the course for several courses. Consistent Dean's List placement. Hired as a teaching assistant for several first-year courses

CERTIFICATE IN MUSICAL THEATRE – AMERICAN MUSICAL AND DRAMATIC ACADEMY NYC, (SPRING 2018)

2-year Conservatory Certificate program. Trained in Song Interpretation, Acting, Voice and Speech, Singing, Music Theory, Ballet, Jazz, Tap, Theatre Dance and Improvisation. Was selected as an exemplary representative of my class on numerous occasions to perform for heads of faculty. Graduated with a 4.0 average.

VOLUNTEER EXPERIENCE:

Artistic Director, UTSC Drama Society (2020-2022), Treasurer and Production Manager, UTSC Improv (2020-2021)

AWARDS:

Norman F. Brown Memorial Award in Humanities (University of Toronto), Yvonne Chiu C M Memorial Scholarship in Arts Management (University of Toronto)

REFERENCES:

Sherri Helwig – Professor and Program Director, UTSC Arts Management

416-287-7160

sherri.helwig@utoronto.ca

Ruth McIntosh – Education Manager, Gateway Theatre

604-247-4975

academy@gatewaytheatre.com