

Jessica Kroupa

WORK EXPERIENCE

Openstage Theatre & Company – Fort Collins, CO

Managing Director (Fall 2023 – Present)

- Administration: Exercise responsible stewardship of all resources within the organization and collaborate with the Artistic Director to ensure the optimum balance of artistic quality, financial strength, and institutional integrity; Acquire any necessary permits for off-site events; Organize food trucks for the summer outdoor production; Help to organize production contracts
- Advocacy: Help to advance the relationship between the organization and various local and regional organizations, including government agencies and advocacy groups, community and local business groups and arts organizations
- Audience Development/Earned Income: Work with the staff to plan and implement audience development activities including marketing strategies, public relations and promotional events for season and single ticket sales as well as seasonal, production, and program sponsorships; Oversee organization, planning, and staffing of special, non-ticketed events such as corporate performances, and Student/Educator and Pay What You Can performances; Maintain and organize messages from website contact forms; Organize and distribute in-kind donations for community fundraising events
- Board of Directors: Assist the Board's leaders as appropriate with the recruitment, education and development of Board members; Work closely with Board committees to engage the members in the service of OpenStage
- Development: Work with the Board and staff to strategize and implement all fundraising activities; Work with the Artistic Director to secure and maintain sponsors annually at all levels; Maintain individual gifts, board gifts, in-kind donations, corporate giving, government support and foundation grants; Maintain donor stewardship through the maintenance of the DonorPerfect database and donor relationships; Apply for planned grant opportunities as well as seek out new opportunities; Work with the Board, Staff, and Company Management team to organize any fundraising and special events, including, but not limited to Colorado Gives Day; Provide up-to-date donor, grant, and sponsor lists for each production program to the Administrative Assistant
- Financial Management: Work with the Artistic Director to develop an annual budget to support the organization's programmatic and institutional priorities; Maintain the monthly financial reporting, budget performance, forecasting, cash flow projections and maintenance of the accounting systems; Maintain and update annual insurance policies; Maintain and organize receipts and budget allocation of expenditures
- Marketing: Work in collaboration with the Creative/Marketing Manager to create and implement both annual and long-term marketing plans; Oversee marketing campaign timelines and ensure tasks are completed in a timely manner. Provide support with tasks as needed; Manage multiple social media platforms and maintain the social media calendar; Work in collaboration with the Administrative Assistant to brainstorm ongoing general and production-specific content
- Planning: Work with the Producing Artistic Director, Board and Staff to create and execute long-term strategic and fundraising plans that will sustain the fiscal and operational health of the organization; Work with the Company Management Team to organize Company volunteers as needed for events such as box office/ushers for non-ticketed or off-site performances, load-in and load-outs for productions, and set-up/tear-down crews for special events

Finance and Development Manager (Winter 2022 – Fall 2023)

- Administration: exercised responsible stewardship of all resources within the organization and collaborated with the Artistic Director to ensure the optimum balance of artistic quality, financial strength, and institutional integrity
- Financial Management: worked with the Artistic Director to develop an annual budget to support the programmatic and institutional priorities as well as maintained monthly financial reporting, budget performance, forecasting, cash flow projections, and maintenance of the accounting systems
- Audience Development and Earned Income: worked with staff to plan and implement development activities including marketing strategies, public relations and promotional events for season and single ticket sales campaigns as well as seasonal, production, and program sponsorships
- Fundraising: Worked with the Board and staff to strategize and implement all fundraising activities, including, but not limited to, individual gifts, Board gifts, special events, corporate giving, government support and foundation grants

- **Planning:** Worked with the Producing Artistic Director, Board and staff to create and execute long-term strategic, fundraising and strategies that will sustain the fiscal and operational health of the Theatre

Marketing Coordinator (Winter 2019 – Winter 2022)

- Created and implemented both annual and long-term marketing plans.
- Managed and created website content
- Worked with graphic artists, designers, and painters to create all graphic and print items
- Created written content for all marketing and promotional materials
- Collected and analyzed data for social media and other marketing efforts
- Managed direct mail campaigns
- Managed and developed all media contacts
- Worked with Artistic director to create and manage season marketing budget
- Organized and implemented digital ad campaigns
- Organized and oversaw work of administrative assistant

Administrative Assistant (Winter 2018 – Spring 2020)

- Assisted with creation and coordination general marketing content including social media posts, website blogs, press releases, radio ads, community event calendars
- Assisted with organization and implementation of community nights and offsite performances and events
- Assisted with general data entry and filing
- Distributed physical marketing materials throughout town

Administrative Intern (Spring 2017 – Winter 2018)

- Assisted with general data entry, office organization, fundraiser preparation, donor tracking, marketing, social media content creation, calendar work, and website updates
- Organized and inventoried the play library in the administrative offices

Maggie Allesee Department of Theatre & Dance, Wayne State University – Detroit, MI

Graduate Research Assistant (Fall 2020 – Spring 2023)

- Design, and implement marketing campaigns for one to three productions per school year, leading an office team of four to ensure the successful completion of the campaign while simultaneously working assigned tasks per semester
- Contribute to semester-long marketing tasks in areas such as social media, public relations, email campaigns, digital design and advertising, print media and advertising, and audience engagement
- Serve as one of four teaching assistants for the undergraduate marketing studio classes, organizing, overseeing, and critiquing student work created in the marketing office
- House manage all main-stage productions as well as organize a house manager schedule with undergraduate students for all additional productions

KCACTF Region 7 Planning Committee – Fort Collins, CO

CSU Student Coordinator (Fall 2019 – Winter 2020)

- Served on the planning committee for CSU in hosting the Kennedy Center American College Theatre Festival Region 7 for 2020

Kids Do It All – Fort Collins, CO

Stage Manager & Director's Assistant (Summer 2019)

- Stage manager & board operator for rehearsals and performances
- Parent liaison for beginning of day drop-off and end of day pick-up for students
- Organized weekly binders and task lists for rotating groups
- Organized, ordered, and distributed lunches for campers and counselors daily

Utah Festival Opera & Musical Theatre – Logan, UT

Company Management & Development Intern (Summer 2018)

- Company management: prepared town and housing for incoming artists, ran shuttles for artists to and from the airport as well as daily shuttles to and from rehearsals and performances, cleaned and emptied housing after all artists left, and created a Company Management handbook for future interns
- Development: general donor stewardship and recognition, donor database updates with weekly donations, and helped to plan and implement the annual gala fundraiser as well as the annual donor appreciation event, an

Asolo Repertory Theatre – Sarasota, FL

Company Management Apprentice (May 2017 – Aug. 2017)

- Assisted with purchasing research, data entry, overview of donor negotiations, organization, actor housing turnovers, actor liaison

Company Management Intern (Seasonal, Summer 2015–2016)

- Assisted with actor housing turnovers, data entry, and general organization

EDUCATION

Wayne State University – Detroit, MI

M.F.A. Theatre, with Theatre Management concentration

Graduate Certificate in Nonprofit Management

Colorado State University, Fort Collins, CO

B.A. Theatre, with Design and Technology concentration, emphasis in Stage Management & Costumes

Minors: Arts Administration and Business Administration

SKILLS AND PROFICIENCIES

Constant Contact

Hootsuite

Sprout Social

Canva

Adobe InDesign

Theatre Manager CRM

Wordfly

DonorPerfect

Tessitura

Wordpress

Squarespace

Microsoft Office

Buffer

Google Suite

Monday.com

Zoom

Valid Driver's License

Copywriting