

# Cari Trease

cari@caritrease.com • 949.293.5865 • San Francisco Bay Area

## Administrative Experience

### **Audience Development Manager, August 2010–January 2013** **Berkeley Repertory Theatre • Berkeley, California**

- Targeted key community members for each of the ~10 plays per season by creating special events, organizing excursions, and writing marketing copy
- Designed interactive lobby displays, wrote articles, managed social media, and put Berkeley Rep in front of thousands of people at local street fairs

### **Audience Development Manager, October 2009–August 2010** **Magic Theatre • San Francisco, California**

- Performed dual role as box office manager and marketing manager
- Built community engagement via social media and face-to-face
- Designed unique promotional events (e.g., mural contests, poetry slams)
- Managed the annual subscription campaign

### **Operations Manager, December 2008–October 2009** **The Marsh • San Francisco, California**

- Helped 100+ performers with their marketing efforts, contracts, and other needs
- Engaged a young target demographic by introducing Web 2.0 capabilities including Twitter, a blog, a Facebook fan page, a virtual theater in Second Life, and a cutting-edge promotion utilizing the social media game Foursquare, leading to collaboration on a popular iPhone application and articles on CNN.com, Mashable, TechCrunch, and other well-trafficked sites
- Oversaw the complete remodel of the theater's café by managing 15 volunteers, selecting a new menu, and personally repainting and rebuilding the interior
- Drafted the weekly newsletter, substantial Web content, playbill text, and more
- Secured a position for The Marsh in the Patron Manager beta program and helped shape the development of a new, integrated ticketing/database system
- Wrote The Marsh's first comprehensive marketing plan in 20 years

### **Communications Director (and Interim Managing Director), July 2007–May 2009** **Rogue Artists Ensemble • Los Angeles, California**

- Gave radio/newspaper/book interviews and solicited press coverage
- Composed the monthly newsletter, wrote all Web copy, and edited the blog
- Organized the annual fundraising/donor appreciation event
- Managed relationship between company and key faculty at UC Irvine in the critical first year of artists-in-residency
- Coordinated all volunteers and interns
- Secured a Google Grant (free AdWords account) and monitored for optimum marketing impact; used Google Analytics to track SEO
- Maintained the company website (including the online store)
- Coordinated and published the monthly company podcast

### **On-Air Host/Assistant Training Director, September 2002–June 2005** **KUCI 88.9 FM • Irvine, California**

- Hosted a weekly radio program called Pirate Radio with Captain Cari
- Assisted the Training Director and occasionally taught the class in his absence

## Selected Skills

### **Clerical**

PC and Mac, CRM software, MS Office, FileMaker Pro

### **Web**

Wordpress, HTML, Google Analytics

### **Video**

Final Cut Pro 7+X, After Effects, Maya, Color, Motion

### **Ticketing**

Vendini, Brown Paper Tickets, Theatre Manager, Patron Manager

### **Design**

Adobe CS4+5, Flash, GIMP

### **Specialties**

Copywriting, social media, audience development, event production, video editing

## Education

### **BA in Drama, 2006**

University of California, Irvine  
Cum Laude

## Online

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

## Performance Experience (Highlights)

Jen Fairland (lead)	<i>My So-Called Movie</i> : Solstice Pictures
Featured performer	<i>2Gether</i> : MTV.com
Han Solo, Princess Leia, C-3PO	<i>Star Wars: Uncut</i> : Casey Pugh
Host	<i>Pirate Radio</i> , KUCI 88.9 FM
Co-host	<i>Children of the Revolution</i> , KUCI 88.9 FM
Puppeteer	<i>Frankenstein!!</i> (ft. Michael York): Long Beach Opera/Rogue Artists Ensemble
Mother/Featured Puppeteer	<i>Mr. Punch</i> : Rogue Artists Ensemble
Sight (featured mask)	<i>Hyperbole: Epiphany</i> : Son of Semele/Rogue Artists Ensemble
Magdalena (featured puppet)	<i>Hyperbole: Changes</i> : Rude Guerilla/Rogue Artists Ensemble
Narrator/Boy (lead)	<i>Frog Belly Rat Bone</i> : Rogue Artists Ensemble
Britannia the Clown	Clown Show: Eli Simon's Clownzilla
Maid (featured supernumerary)	<i>Così Fan Tutti</i> : Opera Pacific at OCPAC
Nun, Witness (supernumerary)	<i>Tosca</i> : Opera Pacific at OCPAC
Honey	<i>Who's Afraid of Virginia Woolf?</i> : University of Kent, Canterbury
Bow-Wow	<i>Desire, Caught by the Tail</i> : University of California, Irvine
Amy (lead)	<i>The Great Water</i> (sketch comedy): University of California, Irvine
Mrs. Beynon, Mrs. Waldo	<i>Under Milk Wood</i> : University of California, Irvine
Juliet	<i>Romeo and Juliet</i> : Bernal Ensemble
Ruth	<i>Blithe Spirit</i> : Santa Teresa Players
Maggie Dubois (lead)	<i>Soap Noir</i> (radio serial): BBC/University of Kent, Canterbury
Marissa (lead)	<i>Misery Loves Company</i> : Culture Shock Theater Ensemble
President (lead)	<i>The Safety Kids</i> : San Anselmo Children's Choir
Grandmother	<i>Things Could Always Be Worse</i> : The GATE Workshop
Theresa Cratchit	<i>A Christmas Carol</i> : The Theatre of All Possibilities
Dromio of Syracuse	<i>The Comedy of Errors</i> : Santa Teresa Players
Clairee	<i>Steel Magnolias</i> : Santa Teresa Players
Captain Hollis (lead)	<i>Kaleidoscope</i> : Santa Teresa Players

## Technical Experience (Highlights)

Director	<i>My So-Called Movie</i> : Solstice Pictures
Puppeteer/Puppet Designer	<i>Sound of Color</i> : Gap, Inc./Blind/Rogue Artists Ensemble
Workshop Instructor	<i>HYPERBOLE: (anti)gravity</i> : UC Irvine/Rogue Artists Ens.
Mask Designer	<i>Mr. Punch</i> : Rogue Artists Ensemble
Assistant Stage Manager	<i>Mr. Punch</i> : Rogue Artists Ensemble
Mask and Puppet Builder	<i>Frankenstein!!</i> : Long Beach Opera/Rogue Artists Ensemble
Scenic Run Crew	<i>Blood Brothers</i> : University of California, Irvine
Propmaster	<i>Suburbia</i> : University of California, Irvine
Lighting (Hang and Focus)	<i>Hair</i> : University of California, Irvine
Lighting (Hang and Focus)	<i>Dance Escape</i> : University of California, Irvine
Costume Assistant	<i>My Fair Lady</i> : University of California, Irvine
Lead Foley	<i>Sorry, Wrong Number</i> : KUCI 88.9 FM
Lead Foley	<i>The Mystery of Agatha Christie</i> : KUCI 88.9 FM

## Awards and Activities

- LA Drama Critics Circle Award for mask design (*Mr. Punch*, 2009)
- Certified Basic Theatrical Combatant, Quarterstaff by Dueling Arts San Francisco
- Featured extensively in a biography of Neil Gaiman (*Prince of Stories: The Many Worlds of Neil Gaiman*)
- Attended theater management seminars administered by the National Arts Marketing Project (San Francisco), the 2009 Theater Communications Group Conference (Baltimore), the 2008 Network of Ensemble Theaters conference (New Orleans), and many others
- Dean of the Arts Student Council (2002–04), Drama Student Council (2003–04)