

# Matthew Ketai

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## Professional Summary:

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An organized, driven, creative thinker that can function well in high pressure situations- and follow the rules while still being able to think outside of the box. Detail oriented and efficient worker with great communication skills. Strong work ethic developed from previous career experience; ranging from program director, independent producer, associate, administrator, manager, to freelance writer. Extremely quick learner and self-sufficient when accomplishing tasks.

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## Skills:

- Fluent in Salesforce, Microsoft Office, Excel Workbook, Mailchimp, Canva, all Mac and PC functions, Final Draft, and Adobe Premier
  - Strong verbal communication skills- experience with handling high volume calls.
  - Understanding of digital marketing- with statistical knowledge.
  - Intermediate coding ability- including but not limited to WordPress and Wix.
  - Strong artistic programming and development experience- including live, digital, and pre-recorded programming.
  - Fluent in editing programs- both audio and digital (Adobe Premier, Final Cut Pro, Final Draft Pro, Garage Band, and iMovie)
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## Work Experience:

### **New York Children's Theater; New York, NY (07/19-Present)**

*Marketing and Development Manager; Digital Content Producer, Digital Show Producer*

- Developed and launched the "Creative Clubhouse" a digital collection of programs, shows, live events, and DIY activities and resources for parents that reinforce NYCCT's mission to promote children's literacy and social development.
- Develops and produces online programming for The Creative Clubhouse while NYCCT is in it's transitional phase
- Ensures that fundraising and ticket sales goals remain on track- while planning out spending budgets for each show and season
- Helps develop marketing strategies to promote brand awareness and ticket sales throughout the season.
- Produces all online content- not limited to Instagram videos, youtube videos, and any production live-stream.
- Manages website updates, e-blasts, and social media engagement on Facebook, Twitter, and Instagram
- Serves as the primary liaison between ticket buyers and the theater

### **BTTF (Breast Treatment Task Force); New York, NY 12/18-06/01/19**

*Director of Communications*

- Maintained the quality and integrity of current programs and services, while responding to the evolving needs; developing strategies for streamlining, reorganizing, or expanding programs further within the BTTF model- with a primary focus on organization outreach.
- Worked directly with the Executive Director, fundraising committees, and communications interns to develop fundraising proposals and materials- and developing contacts outside of BTTF

### **Vineyard Theatre, Working Theatre, Theater Center, The Drama League; New York, NY 10/18- Present**

*House Manager (Front of House Manager)*

- Maintained applicable attendance records, verified nightly ticket stub count, and prepared nightly performance reports of event specifics.
- Oversaw concessions managers and reconciling sales reports at the end of their shift.
- Worked closely with the box office to troubleshoot and report all venue access problems and ticket buyer complaints
- Communicated with, scheduled, and trained volunteer ushers and coordinated program distribution and inserts. Directed and monitored lobby traffic, and maintained a safe environment for the audience prior to and during events.

### **Brown University TAPS Proctor; Providence, RI 6/16-01/17**

*Proctor/Administrator*

- Responsible for creating digital archives of metadata that held digital and physical assets relating to previous productions.
- Analyzed digital assets and systematically ordered and uploaded them to their suitable repositories.

### **Writer; NYC/LA 2017-Present**

*Freelance Writer*

- Proficient in sketch and dramatic/comedic fiction writing (tv, theater, and film)-with experience as a copy writer/editor. Complete Artistic Portfolio and Resume available upon request.
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## Education:

### **Brown University, M.F.A. May 2017**

Honors: Brown University TAPS Proctorship

### **Boston University, B.F.A. May 2012, Magna Cum Laude**

Honors: Member of Dean's List with Distinction Boston University 2008-2012.