

Matthew Seiji Ketai

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Professional Summary:

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

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 and emails.
 - Strong understanding of digital marketing.
 - Intermediate web design- including but not limited to WordPress.
 - Strong artistic programming and development experience- including live, digital, and pre-recorded programming.
 - Well-versed in editing programs; both audio and digital (Adobe Premier, Final Cut Pro, Final Draft Pro, Garage Band, and iMovie etc)
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Work Experience:

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

Associate Director of Marketing and Communications. Co- Digital Programming 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
- Ensures that fundraising and ticket sales goals remain on track- while planning out 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 contact between Ad partners and the theater, following each ad buy from beginning to end.
- Serves as the primary liaison between ticket buyers and the theater.

Writer; NYC/LA 2017-Present

Freelance Writer

- **Writing Awards:** Samuel French OOB Festival (Short Play - Top 30), Blue Cat Screenplay (Semi-Finalist 2022), Screencraft Fellowship (Quarterfinalist 2022, on-going), Austin Film Festival (2nd Rounder), ATX Television Festival (Semi-Finalist), Stage 32 Comedy Competition (Semi-Finalist), The Filmatic Diversity Program (Quarter-Finalist), The Inroads Fellowship (Quarter-Finalist), The Scriptation Showcase (Semi-Finalist)

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

Director of Communications

- Maintained the quality and integrity of all programs and services.
- Developed strategies for streamlining, reorganizing, or expanding programs further within the BTTF model.
- Produced all digital content released by the organization, including but not limited to press releases, video content, pitch decks to networks looking for non-profit partnerships
- 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

FOH Manager/Audience Services Manager

- Maintained attendance records, verified tickets sales, and prepared nightly performance reports of event specifics.
- Oversaw event managers and reconciled sales reports.
- Worked closely with production to troubleshoot and report all pre-show/post-show issues.
- Communicated with, scheduled, and trained ushers and coordinated program distribution and orders.

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.
 - Responsible for editing digital media released and or stored by TAPS
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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