



CONTACT

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☎ (678)-662-8889

EDUCATION

Master of Arts,
Arts Administration
Savannah College of
Art and Design
(6/2009 – 3/2012)

Bachelor of Arts,
Marketing
Georgia State
University, Atlanta GA
(6/1998 – 12/2002)

OBJECTIVE

Detailed oriented events and arts management professional, seeking a high-level position to maximize ten years of experience.

SKILLS

- Customer Service
- Individual and Group Sales
- Event Management
- Fundraising
- Microsoft Suite
- Professional Writing
- Writing for Social Media
- Audience Development
- Online Media & Database Management (Constant Contact)

C. IFE OKWUMABUA

Arts Marketing and Events Manager

TEACHING & TRAINING EXPERIENCE

Youth Ensemble of Atlanta

Award winning African American Youth Theater Company that empowers young people ages 8 to 24.

- SAT (Saturday Arts Program) Theater Teacher
- City of Atlanta Arts Program Teacher

Arthritis Foundation

- 2020 Specialists for Arthritis Foundation Systems

Train and guide peers who have questions on key computer programs. Selected for being knowledgeable of a variety of Arthritis Foundation systems.

- 2020 Yes! Champion Staff Ambassador Program

An envoy of the department who is trained in the structure, culture, mission and values of the organization who is committed to helping the Arthritis Foundation staff be successful.

PROFESSIONAL EXPERIENCE

Arthritis Foundation, Atlanta GA

Market Relations Coordinator, 1/2016 – present

Provides logistical and administrative support to market level fundraising initiatives within the assigned market in an effort to achieve the event fundraising goals. Interfaces with event participants, donors, volunteers and corporations. Plans event logistics, recruits and supports participants and teams for the Walk to Cure Arthritis and Jingle Bell Run/Walk.

*Events Planned and/or Managed

- 2016 Walk to Cure Arthritis Broward County Florida
- 2017 Jingle Bell Run 5k Charleston, South Carolina
- 2018 Bone Bash, Nashville (Greater Giving/Registration Desk)
- 2018 Jingle Bell Run 5k, New Orleans (Onsite Management)
- LEAP - Volunteer Program Manager and Volunteer Training

The Youth Ensemble of Atlanta (YEA), Atlanta, GA
Management Associate, 5/2006 – 8/2012

Sales and Marketing - Created Press releases, public service announcements, and managed online marketing database for various productions. Cultivated and managed group sales accounts for children's shows which resulted in five years of repeat patronage. Fostered relationships with prospective customers through personal selling which increased overall customer accounts. Designed and implemented marketing strategies.

Program Development – Development and implementation of Intern program. Created guidelines, application packet, and registration process. Intern Program has successfully produced three theatrical productions and serves as an educational resource for aspiring theater professionals in Metro Atlanta.

Program Management – Managed scholarship recipient program. Facilitated and managed annual auditions. Increased company membership resulting in over 100 youth served annually.

***Awards - New Generations Arts Management Mentorship Program**
(Theatre Communications Group), 2006

THE RITZ-CARLTON, BUCKHEAD, ATLANTA, GA

Catering Sales Coordinator, 6/2003 – 5/2006

Event Management – Coordinated small meetings and events. Scheduled meeting space, serviced events, and ensured adequate staffing for events. Worked with customers and maintained good relations throughout the selling and planning process.

Group Sales- Provided excellent customer service, contract negotiations, and customer follow up. Increased overall sales for catering team by 10% by successfully selling and servicing functions 20 people or less.

International Sales Office - Six month marketing research sales internship that was extended for an additional year due to success with booking business with inactive clients.

- Conducted market research to increase sales opportunities
- Managed and serviced customer accounts
- Managed and serviced Ritz-Carlton Hotel Company Clientele database
- Coordinated preparation for Tradeshows

***Awards - Five Star Employee Award (The Ritz Carlton, Buckhead), 2004**

FREELANCE POSITIONS

United Way, Regional Commission on Homelessness - Vets Performing Arts Program Coordinator and Contractor, April 2015 – November 2015 – Project manager and arts consultant for the Vets Connect Performing Arts Program (VCPA) that provided arts training to Veterans. Responsible for coordinating and managing VCPA which included solidifying workshop facility, planning rehearsals, developing the workshop outline, registering vets, and finding teaching artists. Also, I worked on special projects as assigned by the RCOH staff.

C4 Atlanta - Event Sales Contractor, April 2014 – November 2015 - Generated revenue by responding to and generating new event leads through cold calls, incoming calls and e-mails. Excellent customer service skills yielded repeat bookings. Responsible for managing and servicing assigned events. Provided clients onsite assistance with setup and overall support throughout duration of the event.

Showcase Group - Producer, Showcase Awards, 2014-2017- Provided overall production and event management services for the 2014 – 2017 Showcase Awards.

Alternate Roots - Line Producer (Contractor), Roots Lounge Live, July 2014 - September 2014 - Coordinated event schedule. Liaised with event artists and participants. Liaised with the venue and Alternate ROOTS. Managed and directed the event on September 30th in Atlanta, GA.

Trey Anthony Studios - Associate Producer, 'da Kink in My Hair, June 2013 – September 2013 - Supported the Executive Producer/playwright on the overall planning, organizing, management and staffing of the musical production, 'da Kink in My Hair which included budgeting, scheduling work, and coordinating the various production departments.

Zulu Sofola Productions - Producer, Wedlock of the Gods Atlanta, November 2012 – June 2013 -Created strategic plan for clients. Developed budget and fundraising goals. Implemented marketing strategies to promote the theatrical production Wedlock of the Gods.

Giwayen Mata African Dance Company - Producing Associate, Dance Africa Atlanta, November 2012 – June 2013 - Production associate for Dance Africa Atlanta 2013. Supported the Executive Producer and Giwayen Mata African Dance Company on the overall planning, organizing, and management of Dance Africa.

PROFESSIONAL AFFILIATIONS & EDUCATIONAL DEVELOPMENT

- **C4 Atlanta Ignite Program** - Scholarship recipient of an eight-week training seminar for creative individuals aiming to develop a sustainable business plan.
- **Metro Atlanta Arts & Culture Coalition (MAACC)** - Emerging Arts Leaders of Metro Atlanta - Member
- **Atlanta Coalition of Performing Arts** - Member Service Council - Secretary
- **Network of Ensemble Theatres** - Planning Committee for the 2010 Micro Fest in Atlanta, GA
- **Big Brothers Big Sisters, Atlanta, GA** - Public Relations/ Marketing Intern
- **Dave and Buster, Atlanta** - Management Intern, GA
- **Georgia State University Alumni Association, Atlanta GA** - Telemarketing
- **Georgia State University** - Student Leadership
- **TheaRadical, Black Student Theatre Ensemble**- President/Marketing Manager
 - Orchestrated marketing for yearly productions, acquired sponsorship from University and increased funds for advertising
- **GSU Players Theatre Troupe**- Front of House Management
 - Handled box office and ticket sales, planned opening night receptions and special events
- **GSU Cultural Event Planning Committee**- Board Member
 - Collaborated with board members on creating cultural events for the student body and co-produced the Unity Arts Assembly that featured newscaster Brenda Woods as the guest speaker.

PRODUCTION WORK

PRODUCING AND DIRECTING

Carnival Medea Production	Producer/Management
United Way	Producer
Songs for Adaeze	Producer
Showcase Awards	Producer
Roots Lounge Live	Line Producer
Carnival Medea Production	Stage Management
Carnival Medea Reading	Stage Management
‘da Kink in My Hair	Producer
Wedlock of the Gods	Producer

Edinburgh Fringe Festival 2015
Vets Performing Arts Connect 2015
Chi Ife Productions 2015
Showcase Group, 2014
Alternate Roots, 2014
Georgia State University, 2014
Georgia State University, 2014
Trey Anthony Studios, 2013
Zulu Sofola Productions, 2013

Dance Africa Atlanta	Producing Associate	Giwayen Mata African Dance, 2013
Mother to Mother	Stage Management	Georgia State University, 2013
Mother to Mother	Stage Management	Africa Atlanta Festival, 2013
Conversations with Cinderella?! Producer		Georgia State University, 2012
The Artist Party	Director/Producer	Chi-Ife Productions, 2011
Sisterprenuer	Co-Director	The Atlanta Legends Inc. Ball, 2007
The Maestro	Director	Youth Ensemble of Atlanta, 2005
B2B V103-FSO Show	Director	B2B Clothing Company USA, 2004
F-Rated Night Fever	Director/Co-Producer	Farrago /Anaya Couture, 2004
The Artist Factory	Producer	Georgia State University, 2003
Luminosity	Producer	Georgia State University, 2002
Capital Punishment	Producer	Concerned Black Clergy, 2002
!Cinderella?!	Producer	Georgia State University, 2001
Making a Way	Producer	Georgia State University, 2001
No Regrets	Producer	Georgia State University, 2001
Shakin' the Mess Outta	Producer	Georgia State University, 2000
Misery		
Don't Bother Me,	Producer	Georgia State University, 2000
I Can't Cope		

ACTING

Conversations with Cinderella?!	Stepmother	Georgia State University, 2012
Publix Voiceover	Anita	Matlock Advertising and PR, 2008
Siteseer Challenge Online Show	TEAM O	Delta Airlines/ American Express, 2007
The Talent Zone Show	Co-host	Capital Medial Productions, 2006
Beneath the Surface	Angel	Atlanta Workshop Players, 2003
Jekonni's Song	Nightmare Ringleader	Youth Ensemble of Atlanta, 2002
Don't Bother Me I Can't Cope	Charlene	Black Student Theatre Ensemble, 2000
Shakin the Mess out of Misery	Big Mama	Black Student Theatre Ensemble, 2000
Cinderella	Stepmother	Black Student Theatre Ensemble, 2001
Kunst Festival in Belgium	Ensemble	Youth Ensemble of Atlanta, 1999
Psalm Thirteen	Shaka	Youth Ensemble of Atlanta, 1998
Times	Bridget	Youth Ensemble of Atlanta, 1997
Soweto Soweto	Melinia	Youth Ensemble of Atlanta, 1997
School House Rocks	Roberta	Youth Ensemble of Atlanta, 1996
Love Variations	Pixy	Ed Montgomery Productions, 1996
Cabaret	Chorus/Ensemble	Georgia State University, 1999

SONGWRITING

Songs for Adaeze	Lyricist/Co- Composer	Chi Ife Productions 2015
Conversations with Cinderella?!	Lyricist/Co- Composer	Georgia State University, 2012
!Cinderella?!	Lyricist/Composer	Georgia State University, 2001
Luminosity	Lyricist/Composer	Georgia State University, 2002
No Regrets	Contributing Songwriter	Georgia State University, 2001
The Maestro	Lyricist/Composer	Youth Ensemble of Atlanta, 2005
Jeremy and the Lie	Contributing Songwriter	Youth Ensemble of Atlanta, 2007
Jekonni's Song	Contributing Songwriter	Youth Ensemble of Atlanta, 2002
War is on The Streets	Lyricist	Youth Ensemble of Atlanta, 2006
Times	Contributing Songwriter	Youth Ensemble of Atlanta, 1997
Psalm Thirteen	Contributing Songwriter	Youth Ensemble of Atlanta, 1998

TRAINING

Southwest Performing Arts Center Atlanta
Expressions Theatre Company
Walt Disney Musical Theatre Workshop
TVI Actors Studio

Acting
Acting
Musical Theater
Acting/Film

Andrea Frye
Caden Noble
National Blacks Arts Festival
LA Summer program

AWARDS AND HONORS

Third Place Irene Ryan Scholarship - American College Theatre Festival
Career Enrichment Award/Scholarship -TVI Actors Studio
Best Overall Soap Opera winner - January 2006 Millie Lewis Convention
2nd Place commercial winner - January 2006 Millie Lewis Convention

CONFERENCE PRESENTATIONS

"*Cinderella* on the Rise: Bridging Fields via a Black Princess." Engaging Multiple Publics Conference. Submitted Panel. Northwestern University- Chicago, IL, 2012.

"(Re)dressing Black Feminisms in Fairytales: Black Women Empowerment via a Black Princess: *Cinderella*." The Conference on the Black Experience. Panel. Paine College- Augusta, GA, 2012.

"(Re)membering *!?* *Cinderella* *?!:* Embodying a Black Princess on the Page & on the Stage." New Voices: Bodies of Influence Conference. Panel. Georgia State University- Atlanta, GA, 2012.