

claire willett

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PROFILE

Arts nonprofit professional with 10 years' experience. Regionally-respected specialist in arts marketing, best known for Oregon Ballet Theatre's "Tragic Heroine Throwdown," an interactive social media project which generated **12,177** blog hits, **224** new Facebook users and over **\$10,000** in revenue in three weeks, generating unprecedented regional & national press for OBT's social media. Raised millions of dollars for Portland arts organizations as one of the community's most successful grantwriters. Most recently, her social media strategy for Polaris Dance Theatre made that organization the poster child for fundraising success in the 2013 Willamette Week Give!Guide, increasing year-end donations by **300%**.

Claire is also an award-winning playwright who has received an Oregon Literary Fellowship and an Oregon Arts Commission Career Opportunity Grant. She was the 2011 Writer-In-Residence at I-Park Artists Colony in Connecticut and is a member of the Portland writers' collective Playwrights West.

EDUCATION

Bachelor of Arts

Whitman College, Walla Walla, WA
Graduated 2003

Internship

Paul A. Kaplan Theatre Management Program
Manhattan Theatre Club (New York, NY)
2003-2004

SKILLS

Social Media

Tessitura

Constant Contact

Wordpress (blog & web)

Arts People/Ticket Turtle

MailChimp

Google Analytics

Google Docs

EXPERIENCE

Polaris Dance Theatre (2012-2014)

Served as **Development Director** from 2012-2013, promoted to **Director of Community Relations** in 2013. Supervised Marketing Manager, Development Associate, Administrative Assistants and volunteers. Created short- and long-term strategic plans for marketing and development departments. Served as primary contact for individual and institutional donors. Primary support for Artistic Director in season planning, budget creation and oversight, and institutional identity. Responsible for creation of organization's public voice in marketing, web, social media and all external & internal communications.

Oregon Ballet Theatre (2008-2012)

Served as **Grants Manager** from 2008-2011, promoted to **Manager of Communications, Grants & Social Media** in 2011. Raised over **\$3.5 Million** in grant funding, including many new and increased grants. Generated **233%** increase in site traffic in first year after taking over OBT blog and social media. Created and maintained detailed calendar for all government and foundation grant proposals. Served as lead writer on all grant projects. Managed creation of grant budgets and tracking of grant spending.

Nonprofit Consultant (2007-2013)

Clients include: Curious Comedy Theatre, Fertile Ground New Work Festival, Global Health Promise, Hand2Mouth Theatre, Interstate Firehouse Cultural Center, Oregon Tilth, Public Playhouse, Route 11 Dance Festival (Lexington, VA), Stumptown Stages, Theatre Vertigo and Wordstock.

Multnomah Education Service District (2007-2008)

Served as **Director of Foundation & Corporate Relations**. Coordinated fundraising for dozens of MESD programs, including alternative education, child health services, outdoor education, medical services, and scholarship programs. Created and maintained detailed calendar for all government and foundation grant proposals. Served as lead writer on all grant projects. Managed creation of grant budgets and tracking of grant spending. Organized and staffed donor events.

Artists Repertory Theatre (2004-2007)

Served as **Public Relations & Development Associate** from 2004-2006, promoted to **Grants Manager** in 2006. Created and maintained detailed calendar for all government and foundation grant proposals. Served as lead writer on all grant projects. Organized and staffed donor events. Supervised creation of all playbills (gathering information from multiple sources, writing/editing copy, liaised with graphic designers on layout and printing).

REFERENCES

Karin Magaldi

Associate Professor of Theatre
Portland State University
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Trisha Mead

Director of Marketing
Arciform LLC
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Kim Silva-DuBose

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