

# Mari Kraske

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## SUMMARY

Highly organized Arts Administrator and Brand Communications Specialist with over 15 years of professional experience in Marketing and Communications. Deadline driven professional with a background in book publicity and an MS in Arts Administration. Career focused on the arts sector; areas of expertise include project and event management, strategy and implementation, public relations, social media, and print and web communications. Excellent interpersonal skills.

## EDUCATION

**MS in Arts Administration** **2012**  
**Drexel University, Philadelphia, PA**

*Dissertation title: “Online Marketing: Implementing Technological Advantages in the Arts. A study of five American ballet companies.”*

Recipient of MS Arts Administration public relations graduate assistantship.

**BA in English, *summa cum laude*** **1998**  
**Marymount Manhattan College, New York, NY**

Received full academic scholarship.

## PROFESSIONAL EXPERIENCE

**Arts Administrator | Brand Communications Specialist** **2015-Present**  
**Philadelphia, PA**

Independent consultant leading in the strategy, implementation, and management of multi-faceted marketing campaigns to generate awareness and achieve success. Focus on non-profit and arts sector.

**Company Manager, Pasion y Arte** **9/2015-Present**  
**Philadelphia, PA**

- Develop and implement marketing plans and content for the organization’s many performances, workshops, and community events across all communication channels; editorial, public relations, digital and social media.
- Maintain and develop relationships with local media outlets to handle inquiries, new initiatives, secure coverage for PyA events, and pitch content ideas.
- Serve as an ex officio non voting member of the Board of Directors and attend all Board meetings.
- Design marketing materials; including, postcards, flyers, posters, and performance programs.
- Maintain and update PyA’s website, e-communications, and social media sites in collaboration with the Artistic Director.
- Develop and implement social media brand strategies, campaigns, and plans to build company awareness.
- Oversee and implement the annual fundraising and grants calendar; develop innovative approaches to fundraising including foundations, grant writing, events, and digital campaigns.

- Identify, develop, and foster diverse relationships in the broader community with the goal of promoting and advocating for the organization.

**Project Manager, BeijingDance/LDTX  
Philadelphia, PA**

**11/2019-2/2020**

- Strategized and implemented marketing and public relations campaign for the U.S. premiere (Feb. 14 & 15, 2020 at Mandell Theater, Drexel University) of ARC, by the choreographer Adiya. BeijingDance/LDTX is the first private contemporary dance company in China and tours the world.
- Designed performance poster and program.
- Arranged and implemented strategic media buys.
- Developed and executed community partnerships with cultural organizations and educational institutions.

\*this event unfortunately had to be postponed due to travel restrictions because of the Covid pandemic.

**Special Events Coordinator, Lifecycle WomanCare  
Bryn Mawr, PA**

**2/2018-5/2018**

- Strategized and implemented marketing and public relations campaign for The State of Women's Health, a large scale event for healthcare professionals held at The University of Pennsylvania in April 2018.
- Developed and directed extensive event timeline; incorporated press, electronic correspondence, sponsor acknowledgements, marketing materials, and vendor deadlines.
- Created pitches, news release, and talking points to accurately position The State of Women's Health and Lifecycle WomanCare as being forerunners in women's health.
- Developed and executed digital content; including e-newsletters and social media.
- Key sponsor contact; ensured proper sponsor logo recognition, distribution of materials, and invoicing.
- Co-directed day-of requirements; including vendor and caterer needs, ticketing and program distribution, event space direction, point person for keynote speaker and event photographer, and breakdown.

**Marketing Manager, Pablo Batista's *El Viaje* (The Journey)  
Philadelphia, PA**

**2/2016-7/2016**

- Created and executed integrated marketing campaign for a two day performance by Grammy award winning percussionist and PEW Fellow, Pablo Batista, at Temple Performing Arts Center in June 2016. Pablo Batista's *El Viaje* (The Journey) featured 16 musicians, 6 dancers, spoken word and multi-media imagery.
- Developed and monitored extensive marketing timelines; incorporating press, marketing materials, website, digital and social media.
- Served as main press contact; created press kit, wrote press release, pitched and secured media placement with local print, broadcast and web outlets.
- Created Pablo Batista's *El Viaje* (The Journey) social media accounts; gathered original content from participating artists to share across all social media platforms.
- Researched and managed advertising buys according to project budget; directed ad design with outsourced graphic designer.
- Secured community partnerships for cross promotional opportunities; acted as primary contact and ensured proper acknowledgment and follow through.

**Communications Manager, BalletX  
Philadelphia, PA**

**9/2013-6/2014**

- Responsible for creation and execution of integrated marketing plans surrounding performances at The Wilma Theater. This included press outreach, advertising initiatives, marketing materials, e-newsletters, web content, and social media promotion.
- Acted as primary press contact and actively pursued and secured story placements in major local and national outlets.
- Created master publicity database to effectively track and pitch media.
- Responsible for social media efforts on all platforms and created effective social media editorial calendar to streamline original content postings.
- Established partnerships with local organizations in order to increase BalletX's brand awareness and maximize exposure opportunities.
- Placed advertising buys and coordinated with outsourced graphic designer on ads and marketing materials.
- Produced monthly e-newsletters and email campaigns in conjunction with artistic staff.
- Created a monthly tracking document that noted press, advertising, email, and social media efforts in order to effectively monitor ticket sale progression.

**Publicist, Quirk Books  
Philadelphia, PA**

**9/2010-6/2013**

- Created and executed publicity campaigns for 8-10 new book titles per year. This included the writing of all press materials, author management, creation of extensive media lists, events, booking and scheduling media interviews and fulfilling media requests.
- Secured bookings and developed relationships with national and local media, including print, broadcast, and online mainstream media outlets.
- Key member of a small and creative Marketing and Publicity team. Participated in every element of development, planning, and execution of multi-layered publicity and marketing campaigns including traditional media as well as non-traditional marketing and social media initiatives.
- Planned and executed author events and multifaceted book launch events.
- Maintained and updated extensive book schedule tracking document for current and upcoming seasons.
- Directed the internship program.

**Graduate Public Relations Assistant, Drexel University  
Philadelphia, PA**

**9/2009-8/2010**

**Executive Assistant to the Publisher, The Baltimore Examiner  
Baltimore, MD**

**1/2007-2/2008**

**Publicist, Workman Publishing  
New York, NY**

**9/2001-5/2006**

**Assistant to the Publisher, The Jim Henson Company  
New York, NY**

**8/2000-9/2001**

**PROFESSIONAL MEMBERSHIPS**

Americans for the Arts, National Council of Arts Administrators

**LANGUAGES**

**German Language Certificate  
University of Bonn, Germany**

**9/2006**

**REFERENCES**

Upon request