

# JOSEPHINE NÚÑEZ

MFA Graduate Candidate

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Stevenson Ranch, CA 91381



## EDUCATION

### California Institute of the Arts, Valencia, CA

Master's of Fine Arts- Acting  
August 2021- May 2024

### Concordia College- Moorhead, MN

Bachelor of Arts Communication Studies and  
Theater Arts/ Music  
August 2017-May 2021

## SKILLS

- Google Drive (Docs, Sheets, Slides, Forms)
- Strategic and Crisis Communication Management
- Graphic Design
- Copy editing
- Social Media Content Creation
- Website Building (Weebly, Wix)
- Microsoft Word, Excel, SharePoint, Powerpoint
- Promotions and Marketing Strategies
- Administering Social Media Accounts

## PROFESSIONAL EXPERIENCE

### Marketing Associate

California Institute of the Arts, Valencia, CA | October 2021 -Present

Coordinated with marketing, communications and producing departments to align documentation needs. Created digital and printed versions of show programs for each CalArts School of Theater production. Implemented a system to effectively organize submitted bios from actors, creative designers, and production staff. Edited documents and assessed copy for grammar issues, delivering error-free materials to producers. Managed the launch of ticket sales and audience information on the ticketing platforms Eventbrite and Splash.

### Manager on Duty

Steve Madden, Valencia, CA | August 2021 -Present

Promoted to Sales Lead after two years with the company. Assisted in strategic planning and setup of merchandise displays to promote target products and attract customer traffic. Addressed employee issues and conflicts to provide input, feedback and coaching. Maintained detailed and accurate accounting records by overseeing documentation of sales, purchases and requisitions. Taught junior employees proactive strategies to meet operational and sales goals. Cultivated long-lasting relationships with key partners, clothing vendors and freight operators.

### Theater Archival Fellow

Center Theatre Group, Los Angeles, CA | May 2022 - August 2022

Prepared recordkeeping systems and procedures for archival research and for retention or destruction of records. Developed organizational systems for newly digitized content to streamline usage. Conducted research and attended webinars about digital archival handling procedures to gain in-depth knowledge of protocols. Communicated with departments across the organization about archival needs, finds, and upcoming projects.

### Capital Campaign and Brand Awareness Intern

Fargo-Moorhead Community Theatre, Fargo, ND | January 2021 - May 2021

Curated and designed the creation of an online art gallery exhibit displaying the history of FMCT. Supported events with high-energy social media postings and well-coordinated digital marketing strategies. Completed audience analysis research and compiled data into desired format. Prepared branding packages for point of sale displays, promotional materials and product packaging. Addressed envelopes, entered information into database and supported team with other clerical tasks. Created and shared social media content such as eye-catching posts and popular memes to support campaign.