

Rachel Lea Fisher

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EDUCATION

Masters of Arts Management, Carnegie Mellon University, May 2003

H. John Heinz III School of Public Policy and Management, GPA: 3.53

Bachelor of Arts Degree, Susquehanna University, Selinsgrove, PA., May 2000

Major: Communications with an emphasis in Speech Minor: Philosophy

WORK EXPERIENCE

American Conservatory Theatre, San Francisco, CA (Nov 2003)

Stage Manager

Managing a two-week run of "War Daddy", a new work for the ACT Young Conservatory.

Ellie's, A Country Restaurant, E. Bloomfield, NY (May 2003 – present)

Financial Manager

Database creation and organization, Bookkeeping, Record keeping, Financial reporting and projections. Marketing advisement. Website design and maintenance: www.ellieskitchen.com.

Center for Arts Management Technology, Pittsburgh, PA (Aug 2001 – Aug 2003)

Senior Research Associate

Project lead, event/conference planning, organize, execute and report on re-granting project, website and database programming with the use of html, JavaScript, ASP and additional graphic work. Worked with clients and programmers to understand their database and ecommerce needs, translate what is possible and recommended, and train the client on the final product.

Valeo Wiper Systems Rochester, NY (Feb 2001 - June 1 2001)

Recruiting Coordinator for decentralization project

Résumé screening, liaison between Spherion and Valeo, pre-employment benefits explanation, relocation coordination for transferring employees, plant co-op program coordinator, researched and wrote sections of Valeo ex-patriot US relocation guide and first day orientation guide.

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Bloomfield Central School Bloomfield, NY (Oct 2000 – June 2001)

Drama Club Advisor: Ran workshops on the basics of acting and technical theatre, Produced and co-directed a show of 7 small skits for a low-tech production during auditorium renovation.

Substitute Teacher: Followed the directions left by the permanent teacher, Focused on giving one on one help to special needs kids.

GEVA Theatre Rochester, NY (Nov 2000 - Jan 2001)

Spot Operator & Over-hire Electrician

Spot operator for the production of *A Christmas Carol*, electrics department over hire for load-in, focus and strike of additional shows.

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MASS MoCA, North Adams, MA, (May 2000 – Aug 2000)

Arts Management Intern assisted the General Manager and Director of Performing Arts & Film.

Edited and wrote contracts, tracked overtime work, artist services, performance assistance, assisted in planning for next season, box office assistance.

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Susquehanna University Technical Crew, Selinsgrove, PA, (May 1997 – May 2000)

Weber Chapel Tech Crew

Setup, operation and technical management of sound and lighting systems for various campus Events, including major productions featuring Smash Mouth and Martha Gram Dance Troupe.

North Shore Music Theatre, Beverly MA, (May 1999 – August 1999)

Stage Management Intern

Assisted stage managers with all show preparation, rehearsal responsibilities, props & show run.

Systems Thesis Project Overview

Community Consulting Group Project
Volunteer Training & Event Management Exp
Outdoor, non-gated festival audience research.
www.artsnet.org/systems/smrfs

Skills

Computer Programs

Microsoft: Word, Excel, PowerPoint, Access
Adobe: Photoshop, Illustrator & Acrobat
Macromedia: Director & Dreamweaver

Programming Languages

HTML, Basic JavaScript, & Basic ASP
Webpage design (graphic and programming)
e-Commerce experience
Custom Program Design Experience

Communication & Organization Skills

Public Speaking & presentation planning
Group leadership
Event planning
Grant Documentation & execution
Project management & client relations

Non-professional Acting

Selected roles played include:

As You Like It, Audrey;
Christmas Carol (a version), Ensemble;
Time of Your Life, Drunk;
All in the Timing, Kafka;
Playing for Time, Mala;
Jesus Christ Superstar, Old woman, chorus;

Non-professional Technical

Selected positions held:

Student Directed One Act Festival 2000,
Co-Lighting Designer & Program Designer;
Joseph and The Amazing Technicolor
Dreamcoat, Producer & Director;
Kiss Me Kate, Assistant Lighting Designer &
Master Electrician;
Student Directed One Act Festival 1999,
Producer & Program Design;
Children Of Eden, Co-Director, Assistant
Producer & Set Design;
Gosh Durang It, Program Designer;
The Heidi Chronicles, Stage Manager.
Most Happy Fellow, Production Manager;

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Degree Description: Masters of Arts Management
Carnegie Mellon University, H. J. Heinz School of Public Policy and Management

Courses:

Principles of Arts Management: This course is an overview of management structures used in non-profit arts organizations. Subjects that were covered include: an overview of the standard hierarchy, management, overall organization of professional and semi-professional arts institutions, raising and earning public and private money; arts marketing, audience development, trustee development and management, budgeting, organizational structure, and the struggle to maintain an artistic mission. This course focused on strategic planning and the preparation of a final strategic plan.

Arts Marketing: Arts marketing provides a study of marketing principles as they relate to building, maintaining and developing audiences for performing and visual arts organizations. Marketing techniques and tools including direct mail, public relations, telemarketing, point of purchase, group sales, media relations and desktop publishing were covered. The focus of a strategic plan was carried over to investigate the marketing end of the plan.

Fund Raising for Arts Managers: Fundraising was a course focused on strategies, tools and techniques involved in generating contributed income for arts organizations from government agencies, foundations, corporations, businesses and private individuals. Fundraising techniques including research methods for developing donor prospects, soliciting contributions, direct mail, telemarketing, grant proposals, personal appeals, special events, capital campaigns, endowment campaigns and sponsorships were covered in this course. The course also included a focus on the fundraising aspects of the strategic plan.

Human Resource Management in the Arts: HR provided an overview of Human Resource uses in the arts. Covered human resource techniques including insurance, medical care, union negotiations, dispute management and benefits plans.

Law and the Arts: This course provided a focus on the arts manager's need to identify and resolve the legal issues, which may arise in visual, and performing arts organizations. This course used case analysis typical to graduate level law study and covered law topics including organizational/corporate legal issues (incorporation, tax-exempt), basic contracts (both verbal and written), employee relations (full-time regular employees, independent contractors), copyright and ownership (obligations, waivers), and union contracts.

Performing Arts Management: A continuation of Principles of Arts Management, this class has a focus on the performing arts. Covered management topics include: contracts, union negotiations, management models/methods and problem solving in the performing arts.

Facilities Management: This course focused on management skills relating to operations, grounds and staff of a performing arts facility. Topics including historic renovation, box office management, union negotiations, bookkeeping, employee management and benefits, and postproduction settlement were covered.

Applied Economic Analysis: With a major focus on microeconomics this course covers consumer choice, the theory of the firm and market structure, market efficiency, welfare economics, and the economic rationale of government. Also included was a brief discussion of macroeconomic issues.

Financial Analysis: Financial topics including an overview of the accounting principles and procedures used to produce financial reports, how to use external financial statements to evaluate organizational performance, how to use internal financial reports and data support in managerial decision-making, and an overview of the budgeting process were covered.

Information Technology for Public Policy and Management: IT provided a focus on the uses of technology in the not-for-profit sector which covered html and website usage, Microsoft access and ASP programming, and population mapping software.

Systems Synthesis Project: Strategic Marketing Research in Festival Settings: A team project whose focus was to assist two local arts agencies (First Night Pittsburgh and Three Rivers Arts Festival) to develop methods by which non-gated outdoor arts events could track and understand their patrons. This was a 9-month course, which included not only research but also the implementation of the proposed methodology and the preparation of handbooks for future use and distribution. For additional information and to download the final report please visit our website at: <http://www.artsnet.org/systems/smrfs>

Additional Courses Included:

Managing in a Multi-Cultural Society – Understanding multi-cultural needs (Taken similar courses in Undergrad)

Professional Writing – Practical memo and professional writing practice

Arts in Society – Explored the effects of policy on art and art on policy.

Management Science – The science of decision making through the use of data.

Multi Media & Advanced Multi Media – Two semester courses that focused on online marketing including graphic and webpage design, shockwave programming (Macromedia Director & Lingo) and basic video editing. This class included practical work for a client.