

MADDIE MAHOOD

EDUCATION

B.A. in Theatre **May 2017**

Emphasis: Performance

The Pennsylvania State University, University Park, PA - College of Arts and Architecture

B.S. in Community, Environment, and Development (CED) - Cum Laude **May 2017**

Emphasis: International Development

CED is an integrative degree involving economics, sociology, and environmental and political science.

The Pennsylvania State University, University Park, PA - College of Agricultural Sciences

WORK EXPERIENCE

Development and Education Manager, The Carson Center, Paducah, KY **Jun 2026 - Present**

- Leads major annual fundraising events and dinners
 - Spearheaded The Carson Center's major annual fundraiser, Party for a Purpose in May 2026; secured \$24K in sponsorships (increase of 203% since FY24) and over \$100,000 net revenue
- Secures and manages sponsorship relationships with corporate and community partners, generating support for performances, educational programs, and special events
- Spearheads marketing efforts (print, digital, social media) for education and family programming
- Facilitates schools and organizations to attend education series matinees in line with state standards
- Curates and leads summer camps, workshops, and master classes
- Orchestrates membership and subscriber campaigns and drives to increase monetary support
- Represents The Carson Center at community events

Education Manager, The Carson Center for the Performing Arts, Paducah, KY **Aug 2024 – May 2026**

- Oversaw marketing, reservations, and development of support materials and activities for educational performances targeting school-age youth throughout Western KY and Southern IL
 - Increased revenue by 46% and attendance by 57.5% since FY24
- Researched and wrote grant proposals to aid in funding education and creative aging initiatives
 - Secured \$20K in grant funding for FY25-26 through South Arts, Rotary Club of Paducah, Kiwanis Club of Paducah, and McCracken County Community Career Endowment
- Assisted in fundraising, including the curation of auction items and membership drives
- Assisted in Box Office management through ticketing (Tessitura) and marketing campaigns (WordFly)

Marketing and Education Contractor, Synchronicity Theatre, Atlanta, GA **Feb 2021 - Present**

- Designs marketing materials and playbills for theatre programming, including mainstage shows, fundraising events, and educational workshops
- Develops educational packets and materials for Theatre for Young Audience (TYA) shows, following state and local education standards

Outreach and Education Coordinator, Florida State University (FSU) Coastal & Marine Laboratory (CML), St. Teresa, Florida (*in-person/remote*) **Aug 2019 - Jun 2025**

- Co-organized and led field trips to the lab for individuals ranging from elementary age to senior citizens
- Managed social media accounts, created social media campaigns, authored website articles and coordinated with local stakeholders to advertise research conducted by the faculty, staff, and students
- Oversaw all communication and organized all meetings and events for the Apalachicola Bay System Initiative (ABSI) Community Advisory Board
- Developed marketing materials to promote the mission and vision of the FSUCML and ABSI and organized outreach events to benefit the lab, such as golf tournaments and the biannual Open House

- Language & Culture Auxiliary, Ministry of Education (Ministerio de Educación España)**
Alicante, Spain **Oct 2021 - May 2023**
- Presented dynamic lessons to students ages 6 to 12 in a full English language immersion setting
 - Strengthened conversational skills of students and faculty members through role play, storytelling, music, and wordplay games
 - Led “Storytime in English” with the first and second-grade classes to identify new vocabulary, find context clues, and teach cultural traditions through children’s books

- Marketing Manager, Synchronicity Theatre, Atlanta, GA** **Jul 2018 - Aug 2019**
- Generated over \$100k in ticket sales, surpassing previous year’s revenue by more than 25%
 - Spearheaded first-ever annual strategic marketing plan in the theatre’s 21-year history
 - Implemented audience-building strategies into a marketing plan that aligned with Atlanta’s Audience Building Roundtable and TRG Arts consulting firm’s “Best Practices”
 - Created and distributed marketing materials for main stage shows as well as education and outreach programs through postcards, posters, banners, the press and social media
 - Maintained the theatre’s WordPress blog and website
 - Managed box office and all ticket sales (Spektrix) through phone, email, and website monitoring
 - Analyzed and organized patron data and demographics to improve marketing strategies and to better target applicable grants
 - Sought, produced, and managed contracts for all group sales and school field trips

PROFESSIONAL AFFILIATIONS

- Rotary Club of Paducah, Rotary International** **Mar 2025 - Present**
- Member and elected to serve a one-year board term starting July 2026
 - Served as Volunteer Chair for Rotary’s annual Park-A-Palooza event on April 26, 2026. Park-a-Palooza is a free community festival for children and families.

- Paducah Young Professionals, Chamber of Commerce, Paducah, Kentucky** **Sep 2025 - Present**
- Member
 - Steering Committee Member since Mar 2025

- Kentucky Arts Council Panelist, Frankfort, Kentucky** **Feb 2026 - Present**
- Served on the Council’s Teaching Artist Directory and Partnership Panels in Feb and May 2026

- United Way of Western Kentucky, Paducah, Kentucky** **Sep 2025 - Present**
- Mentor for the Reading PALs program (Promoting Academics and Leadership in Schools)
 - Panelist on the Victory Celebration Committee April 2025 and May 2026

LICENSES AND CERTIFICATIONS

- Emerging Leadership Institute – Class of 2026** **Jan 2026**
 Association of Performing Arts Professionals Conference, New York, New York

- Advanced Certificate in Teaching English as a Foreign Language (TEFL)** **Jan 2021**
 TEFLPros, Asheville, NC ACCREDITAT Certified

- Certification as 200 HR Yoga Instructor** **Jun 2017**
 YogaFit® Worldwide, Torrance, CA

- Wine and Spirit Education Trust (WSET) Level 1 Award in Wines** **Mar 2023**
 WSET, London, England

- Professional Association of Diving Instructors (PADI) Open Water Diver** **Jul 2023**

PADI No. 2307EP6967, Santa Pola, Spain