

MADELEIN MAHOOD

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OBJECTIVE

Creative, dynamic artist with strong interpersonal, organizational, and communication skills seeks to fuse diverse education and experiences to create theatre that sparks community connection and conversation. I am particularly interested in Theatre for Young Audiences (TYA) Shakespeare performances and education.

EDUCATION

- B.A. in Theatre** **May 2017**
Emphasis: Performance
The Pennsylvania State University, University Park, PA
- B.S. in Community, Environment, and Development (CED) – Cum Laude** **May 2017**
Emphasis: International Development
CED is an interdisciplinary social science degree involving economics, environmental science, sociology, and political science.
The Pennsylvania State University, University Park, PA
- Advanced Certificate in Teaching English as a Foreign Language (TEFL)** **Jan 2021 – Present**
TEFLPros, Asheville, NC ACCREDITAT Certified
- Certification as Yoga Instructor** **Jun 2017 – Present**
YogaFit® Worldwide, Torrance, CA
- Wine and Spirit Education Trust (WSET) Level 1 Award in Wines** **Mar 2023 – Present**
WSET, London, England
- Professional Association of Diving Instructors (PADI) Open Water Diver** **Jul 2023 – Present**
PADI No. 2307EP6967, Santa Pola, Spain

WORK EXPERIENCE

- Outreach and Education Coordinator, Florida State University (FSU) Coastal & Marine Laboratory (CML), St. Teresa, Florida (*remote/hybrid*)** **Aug 2019 – Present**
- Co-coordinates and leads field trips to the lab, with groups ranging from elementary-age children to post-graduate students to senior citizens
 - Creates social media campaigns and coordinates with local stakeholders to advertise research conducted by the faculty, staff, and students
 - Manages social media accounts (Facebook, Twitter, Instagram, and LinkedIn) and interacts with online followers to increase engagement
 - Authors website articles highlighting faculty and student research to keep the public informed
 - Organizes public outreach events to benefit the FSUCML, including the annual Play for the Bay Benefit Golf Tournament, annual FSU Great Give fundraiser, and biannual Open House
 - Manages all communication and organizes all meetings and events for the Apalachicola Bay System Initiative (ABSI) Community Advisory Board
 - Develops marketing materials to promote the mission and vision of the FSUCML and ABSI
- 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

Travel Advisor, Fora Travel, New York City, New York **Jan 2024 – Present**

- Manages clients and creates itineraries for their work or pleasure travel needs, including transportation, accommodations, tours, and events
- Attends virtual travel advisor trainings to maintain awareness of the latest travel and booking trends
- Produces travel guides for a variety of destinations, focusing on the incorporation of theatre and art opportunities and events

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 aligns 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 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
- Coordinated marketing efforts among the theatre, sponsors and community partners

Administrative Intern, Synchronicity Theatre, Atlanta, GA

Jan – Jun 2018

- Assisted the theatre’s Producing Artistic Director with record filing, advertisement creation, prop organization, and headshot categorization
- Aided the Marketing Manager with show promotion and box office management
- Assistant stage manager for the world premiere of *Ripe Frenzy* by Jennifer Barclay
- Orchestrated travel and itinerary for out-of-town artistic guests