

# MADDIE 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 ACCREDITED Certified
- Certification as 200 HR 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

- Education Manager, The Carson Center for the Performing Arts, Paducah, KY** **Aug 2024 – Present**
- Coordinates and manages schools and organizations to attend Class Acts Education Series matinees
    - Spearheaded communication and marketing strategies that led to a 46% Revenue Increase and 57.5% Attendance Increase from FY24
  - Creates collateral materials and implements marketing and advertising strategies for the Class Acts Education Series, Art for All Family Series, and 1<sup>st</sup> Stages Series.
  - Manages Box Office Class Acts Education Series reservations and assists in sales for all other Carson Center events, both in presented performances and rentals.
  - Researches and writes grant proposals to aid in funding education and creative aging initiatives
  - Designs craft activities as part of the “Stagecrafts” initiative to engage youth before shows
  - Directs, schedules, and coordinates summer camps, workshops, and masterclasses
  - Assists in development and fundraising events, including the curation of auction items and membership drives
  - Represents The Carson Center at local community events, festivals, and meetings
- Outreach and Education Coordinator, Florida State University (FSU) Coastal & Marine Laboratory (CML), St. Teresa, Florida (*in-person/remote*)** **Aug 2019 – June 2025**
- Co-coordinated and led field trips to the lab, with groups ranging from elementary-age children to post-graduate students to senior citizens

- Created social media campaigns and coordinated with local stakeholders to advertise research conducted by the faculty, staff, and students
- Managed social media accounts (Facebook, Twitter, Instagram, and LinkedIn) and interacted with online followers to increase engagement
- Authored website articles to highlight faculty and student research to keep the public informed
- Organized 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
- Managed 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

**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

**PROFESSIONAL AFFILIATIONS**

**Rotary Club of Paducah, Member**  
Rotary International

**Mar 2025 – Present**

**Paducah Young Professionals, Member**  
Chamber of Commerce, Paducah, Kentucky

**Sept 2025 – Present**

**Paducah Young Professionals Steering Committee, Member**  
Chamber of Commerce, Paducah, Kentucky

**Mar 2025 – Present**