

Lauren Katz

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EDUCATION

Northwestern University, Evanston Illinois; June 2021

Degree/Majors: Bachelor of Arts in Theatre and English| **Certificate:** Integrated Marketing Communications| **GPA:** 3.97

Honors: Summa Cum Laude, Departmental Honors in English, Lambda Pi Eta

Awards: Edwin L. Shuman Award for Outstanding Senior in Literature (2020-2021), Morris Kaplan Humanities Department Writing Prize (2019-2020)

PROFESSIONAL EXPERIENCE

Broadway Plus, *Client Experience Associate*

New York, NY; July 2021- Present

- Help coordinate between the artists and clients to reschedule one-to-one bookings
- Spearhead the administrative and booking processes for monthly Workshops announcements
- Control website maintenance, copy, and design, which includes creating new artist profile pages and bios

Broadway Plus, *Marketing/Communications Intern*

New York, NY (Virtual); February- May 2021

- Planned PlusPass events: generated zoom meetings, created Google Calendar invites, organized Google Forms data prior to all Q&As, followed up with artists and clients, updated event webpages, and paid artists
- Wrote copy, promoted events via social media, and hosted virtual Concerts, Reunions, and Q&As
- Ran and tracked event giveaways, helped merge PlusPass with Workshops, and helped pioneer the switch to zoom webinars
- Spearheaded the administrative and booking processes for monthly Workshops announcements

The Extraordinarily Sophisticated Imagination Club, *Music Director*

Evanston, IL; Summer 2020

- Wrote five songs for a new musical generated from the campers' ideas, taught the music, and accompanied the performance

Steppenwolf Theatre Company, *Public Relations*

Chicago, IL; Summer 2020- Cancelled due to Covid-19

American Music Theatre Project, *Writing Assistant/Dramaturg*

Northwestern University; March 2020

- Took notes, tracked and implemented script changes, and provided dramaturgical support for Finn Anderson's new musical

Primary Stages, *Marketing Intern*

New York, NY; Summer 2019

- Compiled outreach sheets and mailed the season announcement, working directly with the Marketing Department
- Ran Instagram intern takeovers, analyzed social media and website platforms, and generated comparative analytics
- Created demographics in Excel and infographics with Photoshop for the Education Department

Broadway Plus, *Marketing Intern*

New York, NY; Summer 2019

- Created a blog for the website: designed a blog banner and wrote blog posts
- Hosted post-show backstage VIP experiences at Broadway shows
- Designed an extensive guide for future backstage hosts and managed one month of accounting

LEADERSHIP

Purple Crayon Players, *Team Education*

Northwestern University; March 2020- March 2021

- Provided all educational programming for the season: designed synchronous and asynchronous workshops and ran virtual Storytime events

89th Annual Waa-Mu Show, *Education Director*

Northwestern University; September 2019- May 2020

- Developed educational programming for Northwestern students interested in musical theatre and new work

88th Annual Waa-Mu Show, *Head Writer*

Northwestern University; August 2018- May 2019

- Pitched the accepted concept for The Waa-Mu Show, America's largest student written full-length musical
- Taught the first ever student organized seminar to write the show and wrote five songs
- Reviewed applications, selected 14 writers to create our writing team, casted approximately 30 student performers
- Coordinated a partnership with the *New York Times* to plan a pre-show reception and post-show talkback featuring Amy Padnani, founding editor of the "Overlooked" project

PUBLICATIONS

Northwestern University; September- December 2019

- Created a University library installation entitled *For the Record: Remembering Some of History's Most Revolutionary*, yet *Overlooked*, *Women under One Book One Northwestern*

SKILLS AND INTERESTS

- Proficient in PowerPoint, Excel, Word, Canva, Acuity, Final Draft, Finale Software, Facebook, and Instagram
- Proficient in Spanish
- Singing, poetry, songwriting, arranging music, drawing, and juggling