

REBECCA BAUER

FRANKLIN, TN | (615) 403-6261 | rebeccabauer@me.com | rebeccabauer.com

EXPERIENCE

The Franklin Theatre | *Marketing and Community Relations Manager*

OCT 2016 – JAN 2021 | Franklin, TN

- Dedicated to fostering the image of The Franklin Theatre as a community cultural asset, world-class entertainment venue and premium experience for patrons, artists and guests.
- Developing strategic marketing plans and promotional campaigns to drive sales for live concerts (average 80 shows a year) and other programming.
- Increased the success rate of sold-out events, achieving yearly goals of averaging 93% capacity sold, equating to 100% of goals met and within budget.
- Worked with Executive Director on launching three new Performing Arts Series along with producing unique events to foster community and audience engagement and drive ticket sales.
- Responsible for annual marketing budget and expense management for live performance promotion, paid digital, print and radio advertising.
- Managing all digital communications including website (oversaw website redesign), email newsletters, social media, and working with third-party partner to build campaigns to support ticket revenue, email acquisition and fundraising.
- Creating and managing in-house graphics and other creative assets (print and digital design, photography, video) as well as working with outside vendors.
- Researching audience development and data on patrons, the music industry, movie industry, hospitality industry, nonprofit arts organizations and historic theaters.

Col. Littleton, Inc. – *Product Marketing and Social Media Strategist*

FEB 2014 – OCT 2016 | Lynnville, TN

- Increased catalog and ecommerce sales of fine leather goods through digital marketing campaigns.
- Created engaging content for website, email and social media with creative design, writing, photography and videography.
- Special projects include documenting historic restoration projects and new product launches.

RL Communications | *Owner, Marketing Communications Specialist*

JAN 2008 – JAN 2015 | Franklin, TN

- Provided creative marketing solutions for over two-dozen small businesses, non-profit, tourism and arts organizations.
- Fulfilled client's marketing goals to increase community engagement and sales through print and digital media, website design and content, ad design, social media management, fundraising and event coordination.
- Wrote engaging content for print, web and social media with over forty articles published covering the arts, music, business, travel and community.

EDUCATION

Master of Science in Marketing

Johns Hopkins University
2002

Bachelor of Arts in Management

Hood College
1994

SKILLS

Digital and Social Media Strategy
Communications & Brand Management
Website Content & Design
Creative - Graphic Design, Photography, Video, Writing
Public Relations
Event Production & Promotion
Artist Relations
Budget Management
Media Buying
Project Management

SOFTWARE & TOOLS

MS Word, Excel, PowerPoint, Adobe Photoshop, Adobe InDesign, iMovie, WordPress, Agile Ticketing, Canva, Meltwater, Google Analytics

AFFILIATIONS

Americans for the Arts Member
Downtown Franklin Association Board Member
Nashville American Marketing Association Collegiate Relations Chair 2006-2007
Professional Association of Therapeutic Horsemanship, Int'l (PATH, Int'l) – Certified Equine Specialist in Mental Health & Learning

EXPERIENCE, CONTINUED

Nashville Chamber Orchestra | *Marketing and Development Associate*

AUG 2007 – DEC 2007 | Nashville, TN

- Managed front-of-house activities for all performance and fundraising events including sales, display and promotional materials and supervised volunteers at venues including the Schermerhorn Symphony Center.
- Supported development goals through targeted and mass mailings, database management and report generation.
- Provided ticket fulfillment, print and online media communications, exceptional customer service to patrons.

Blue Bay Electronics | *Marketing and Sales Associate*

AUG 2006 – JULY 2007 | Murfreesboro, TN

- Supported company's PowerSeller status on eBay and 98% positive feedback rating through sales, customer service and email newsletters.

Stephens Media Group | *Account Executive*

DEC 2005 – AUG 2006 | Spring Hill, TN

- Developed new advertising programs to increase revenue and build client base through advertising sales for three newspaper publications.

PEPSI BOTTLING GROUP | *Retail Sales Coordinator*

AUG 2000 – AUG 2005 | Nashville, TN

- Substantial support to account managers and executive team of regional office.
- Orchestrated meetings and events for executive team and 300+ employees for sales incentives, new product rollout.
- Generated product volume and sales performance reports from data warehouse daily for retail analysis.
- Responsible for tracking \$1.5 million marketing budget.
- Managed pricing database, competitive advertising activity and created plan-o-grams for retail stores.
- Liaison to agencies, prepared contracts and payments for endorsements and sponsorships.
- Worked with vendors ordering all retail merchandising materials for Nashville location and four satellite offices.
- Member of Employment Involvement Committee reviewing community support, employee events and issues

COMPUCLUB TRAINING CENTER | *Office Manager*

MAR 1997 – MAR 2000 | Gaithersburg, MD

- Managed the daily operations of computer training facility; worked with diverse clientele providing assistance for admission to training center, class advising, scheduling and computer training assistance.
- Responsible for administrative and marketing functions including direct mail, client surveys, customer database.
- Managed success of largest client providing ongoing customer relations including student performance reports.

SPECIAL PROJECTS

Americana Music Triangle |

Worked on the launch of tourism organization managing social media, traveling the southeast region and documenting music history.

Equine Assisted Learning and Psychotherapy |

Partnered with mental health professionals and produced clinics for personal wellness, continuing education and corporate team building working with horses. Includes working with military veterans.

Master's Thesis |

Worked with the Country Music Hall of Fame and Museum researching visitor data and providing marketing recommendations.

INTERESTS

30+ years of horse experience in ownership, riding, competing, therapeutic riding and equine assisted learning and psychotherapy; music, photography, writing.