

# TRACEY BONNER

<p>PROFESSIONAL SUMMARY</p>	<p>A data-driven authentic leader, administrator, and academic with 15+ experience in artistic producing, presenting, and programming, front-facing patron engagement, empowering customers through relationship-driven sales, and fundraising. I am inherently curious with a blend of leadership, high interpersonal &amp; team management/building skills, ethnographic research &amp; publication, and educational program development &amp; implementation, specifically in theatre and dance. I strive for detailed documentation with accountability and goal setting as a focus.</p>
<p>PROFESSIONAL ACHIEVEMENTS</p>	<p><b>POLICY, PROCEDURE, &amp; DATA DRIVEN DEVELOPMENT AND IMPLEMENTATION</b>  Defined <b>dynamic data strategy</b> to support programming and patron engagement  Initiated <b>automated systems</b> (ticketing, financial reconciliation, reporting, etc.) for demographic data collection, resident company reconciliation, and patron behavior data collection  Established <b>standard operating procedures</b>, where previously none were present, including:</p> <ul style="list-style-type: none"> <li>● Training, onboarding, departmental defined labor protocols, &amp; workload division</li> <li>● Facility management, safety/security systems, ADA compliance protocols</li> <li>● Delivery of technologies, eliciting efficient functionality of box office, theatre/front of house, retail, remote call center, and volunteer management</li> </ul> <p>Amplified clear team expectations, accountability, and collaboration to achieve goals and objectives</p> <p><b>CUSTOMER SERVICE FACILITATION &amp; MANAGEMENT:</b>  Lead a <b>22-person customer service team</b>, overseeing in-person and phone-based interactions for ticket purchases, dinner reservations, and various customer inquiries  Revamped remote call center operations for ticket purchases to enhance efficiency and elevate customer satisfaction levels  Delivered exceptional customer service to a diverse clientele, including B2B partners, industry professionals, and patrons across multiple performance venues at an 11.8 million dollar organization</p> <p><b>THEATRE/FRONT OF HOUSE MANAGEMENT</b>  Oversight, staffing, and supervision of theatre/front-of-house staff and interns for 3 performance spaces  Spearheaded the redesign of theatre/front of house management ensuring:</p> <ul style="list-style-type: none"> <li>● <b>On-time performances</b> - 20% decrease in show delays, <b>10% increase</b> in customer satisfaction</li> <li>● Created an <b>evergreen ticket template</b> for physical and e-ticket delivery</li> <li>● Redefined <b>house loading procedure</b>, utilizing all entrances effectively and efficiently.</li> </ul> <p>Stabilized dynamic team environment, elevating overall patron engagement</p> <p><b>BOX OFFICE/CRM/TICKETING MANAGEMENT</b>  Established a dynamic pricing model; <b>30% increased revenue</b> in single ticket sales in member pre-sale  Originated a <b>new ticketing policy</b> for inclement weather for outdoor spaces - Rain or Shine/Shine Only  Formulated evergreen ticket design for all venues with desired entrance/exits and safety considerations</p> <p><b>FRONTLINE FUNDRAISING</b>  Strategic redesign for donors from \$250-\$25,000, including updated donor benefit program  Development of a <b>strategic frontline mid-level giving program</b> - updated donor experiences  Elicited <b>gifts in 5 figures in first six months</b> as a gift officer, and was promoted to Major Giving  Awarded grants for strategic educational projects, investments, and artistic endeavors \$75,000 and up  Certified in 'The Veritus Way' fundraising model, with private one-on-one coaching</p>

	<p><b>ACCESSIBILITY, SAFETY, SECURITY, FACILITY MANAGEMENT</b>  <b>Safety, Security, Emergency, and Accessibility Officer</b> in collaboration with the Director of Facilities Training with <i>Kinetic Light</i>, a disability arts ensemble, assessing campus accessibility needs  ALICE Trained</p> <p><b>BUDGET &amp; PROJECT MANAGEMENT</b>  A strategic proposal for the <b>development of full-time staff expansion in 2025</b> - was not adopted  Reconciliation of resident company retail sales, ensuring on-time final payments and restocking  Managing and projecting a \$250,000 budget for the Patron Services Department</p> <p><b>EDUCATIONAL PROGRAM DEVELOPMENT</b>  Promoted from Assistant Professor to Associate Professor with Tenure through the traditional model -  <b>Associate Professor of Dance/Director of Dance</b>  Increased <b>BFA dance enrollment by 450%, box office revenue by 170%</b> over five years  Conceived, collaborated, and implemented various programs regarding DEI initiatives as Co-Chair of the Inclusive Excellence Committee (5-year participation, 4-year leadership)  Chartered, implemented, staffed, and facilitated <b>SOTA Dance Institute (SDI)</b>; a 3-day on-site dance training immersive experience, as a recruitment tool for incoming dance students  Curated/Produced dance residencies, concerts, films, BFA program auditions, choreography, and direction for multiple theatrical productions, and collaboration with other campus departments  Authored a new academic curriculum in dance performance and dance education  Transformed a conventional dance program in a regional university to financial self-sustainment</p>
<p>SKILLS</p>	<p><b>Competencies:</b> Executive Communication, Business process improvement, Competitive intelligence &amp; research, Organizational development, complex problem solving, Customer Services Management, long-range planning, radio communication</p> <ul style="list-style-type: none"> <li>● <b>Software:</b> Tessitura CRM (ticketing, data collection, and season building), MS Word, Excel, PowerPoint, Outlook, Google Suite, Slack, Asana, Adobe Creative Suite, AI, Canva</li> <li>● <b>Soft Skills:</b> Systematic/analytic approach, ethical, team member, dedicated, decision making, ability to collaborate, driven, empathic, innovative, responsive, multi-tasking, strong time management, active listening, complex problem solver</li> <li>● <b>Social Media Platforms:</b> including Flipgrid, Instagram, Twitter, Facebook, TikTok</li> </ul>
<p>WORK HISTORY</p>	<p><b>PATRON SERVICES CONSULTANT, SWEIBEL ARTS, NEW YORK, NY</b>  August 2024 – present</p> <p><b>DIRECTOR OF PATRON SERVICES, JACOB’S PILLOW, BECKET, MA</b>  March 2023 – July 2024</p> <p><b>DIRECTOR OF DONOR RELATIONS, DAYTON PERFORMING ARTS ALLIANCE, DAYTON OH</b>  April 2022 – February 2023</p> <p><b>ASSOCIATE PROFESSOR &amp; BFA DANCE COORDINATOR, NORTHERN KENTUCKY UNIVERSITY, HIGHLAND HEIGHTS, KY</b>  August 2014 – July 2022</p>
<p>EDUCATION</p>	<p><b>MASTER OF FINE ARTS, UNIVERSITY OF CALIFORNIA, IRVINE</b>  Summa Cum Laude (3.8)</p> <p><b>BACHELOR OF FINE ARTS, SHENANDOAH CONSERVATORY OF SHENANDOAH UNIVERSITY</b>  CUMME Laude (3.52)</p>