

# CHRISTY DAWSON

christydawson1910@gmail.com

07884293112

linkedin.com/in/christyadawson

## Personal Profile

Resourceful events manager experienced in event planning and delivery, communicating with clients, vendors, and venue stakeholders, and orchestrating the details to ensure success. A quick learner who remains calm in challenging situations with the ability to prioritise tasks when working to deadlines.

## Professional Experience

- |   |                                      |                      |                          |
|---|--------------------------------------|----------------------|--------------------------|
| <b>Events Manager</b>   | <b>American Museum &amp; Gardens</b> | <b>Bath, UK</b>      | <b>10.2023 – 11.2025</b> |
| <ul style="list-style-type: none"><li>• Lead the successful planning and execution of all public and private events, ensuring delivery on time and within budget by coordinating cross-departmental teams.</li><li>• Source, negotiate, and contract with external suppliers, contractors, and partners, managing logistics such as travel and accommodation while securing favorable commercial terms.</li><li>• Oversee internal communications to ensure all museum teams are aligned and fully briefed on event logistics, responsibilities, and expectations.</li><li>• Develop and implement standardized templates and operational tools to streamline processes, improve efficiency, and maintain consistency across events.</li><li>• Evaluate event success through detailed reporting on financial outcomes, audience feedback, and strategic impact; lead post-event debriefs to drive continuous improvement.</li></ul>  |                                      |                      |                          |
| <b>Meetings &amp; Events Coordinator</b>  | <b>Quorn Grange Hotel</b>            | <b>Quorn, UK</b>     | <b>03.2023 – 10.2023</b> |
| <ul style="list-style-type: none"><li>• Managed the full event lifecycle, from initial enquiry and booking through to execution and post-event follow-up, ensuring a seamless and professional client experience.</li><li>• Served as the primary point of contact for clients, vendors, and internal stakeholders, delivering clear communication and high-quality customer service throughout the planning process.</li><li>• Collaborated closely with cross-functional teams to ensure smooth event delivery, producing and distributing detailed weekly function sheets to align all departments on upcoming requirements and responsibilities.</li></ul>  |                                      |                      |                          |
| <b>Administrative Assistant</b>   | <b>Woodland Ag &amp; Home</b>        | <b>Michigan, USA</b> | <b>05.2022 – 01.2023</b> |
| <ul style="list-style-type: none"><li>• Supported daily business operations by reconciling bank accounts, managing customer and vendor relationships, processing financial transactions, and executing store opening and closing procedures.</li><li>• Strategically planned and promoted sales campaigns by analyzing inventory levels, evaluating vendor offerings, and aligning promotions with seasonal trends and local events. Created and distributed marketing materials through print media and social media platforms to boost customer engagement.</li><li>• Designed and implemented a streamlined inventory management system, ensuring regular stock checks and improving overall accuracy and efficiency.</li><li>• Provided flexible support across all areas of the business, including customer service, merchandising, and point-of-sale operations, contributing to smooth day-to-day store functioning.</li><li>• Participated in industry-related meetings, conferences, and training sessions to stay current with market trends and operational best practices.</li></ul> |                                      |                      |                          |
| <b>Drama Director</b>   | <b>Sandusky High School</b>          | <b>Michigan, USA</b> | <b>10.2021 – 04.2022</b> |
| <ul style="list-style-type: none"><li>• Directed and produced two full-scale theatrical productions, overseeing every stage of the process including show selection, casting, rehearsals, costume and scenic design, set construction, lighting and sound design, marketing, fundraising, ticketing, and final performances.</li><li>• Led production teams and delegated responsibilities to students and volunteers, fostering a collaborative and educational environment while ensuring high-quality outcomes.</li><li>• Mentored students pursuing interests in the performing arts, providing guidance in acting, technical theatre, and backstage roles to support their growth and confidence.</li></ul>  |                                      |                      |                          |
| <b>Marketing Manager</b>  | <b>UA Theatre and Dance</b>          | <b>Alabama, USA</b>  | <b>05.2020 - 05.2021</b> |
| <ul style="list-style-type: none"><li>• Led a team of four to deliver engaging digital and print campaigns, producing over 100 marketing materials and boosting social media engagement by up to 200%.</li><li>• Increased ticket sales by 50% week-over-week during virtual season; managed department websites and created production-specific webpages for digital launches.</li><li>• Self-taught Adobe InDesign, Photoshop, and Premiere to design assets and produce digital content.</li><li>• Simultaneously served as Box Office Manager; authored training manuals to support future onboarding in both roles.</li></ul>  |                                      |                      |                          |

## Professional Experience Continued

---

**Box Office Manager**                      **UA Theatre and Dance**                      **Alabama, USA**                      **08.2019 – 05.2021**

- Supervised and trained a team of 20 undergraduate staff, with a wide range of accessibility needs and learning styles.
- Led department-wide onboarding for a new ticketing system, ensuring smooth adoption and effective use.
- Managed ticket sales for 13 productions, tracked revenue, prepared daily deposits, and delivered weekly sales reports.
- Served as the primary point of contact for patrons and subscribers, handling customer service across phone, email, and in-person interactions.
- Created bi-weekly patron newsletters and email marketing campaigns, enhancing audience engagement.

**Production Management Intern Santa Fe Opera**                      **New Mexico, USA**                      **05.2019 – 08.2019**

- Served as Production Coordinator for Apprentice Showcase Scenes and Portfolio Fair
- Recorded and distributed notes from technical rehearsals for 5 different productions
- Assisted in organizing and facilitating Director/Designer presentations and organizing apprentice seminars
- Participated in business administration aspects of the Production Department

**Marketing Coordinator**                      **UA Theatre and Dance**                      **Alabama, USA**                      **01.2019 – 05.2019**

- Assisted the Education Manager with recruitment of new students and organization of four annual events
- Assisted the Marketing Manager with development of print materials including posters, postcards, invitations, and programs through InDesign; created all materials for the Bama on Broadway Showcase
- Researched and produced bi-weekly patron newsletter through Constant Contact
- Coordinated with fellow theatre graduate students on development and execution of over 50 department events

**Production Stage Manager**                      **Bay View Music Festival**                      **Michigan, USA**                      **06.2018 – 08.2018**

- Production Stage Manager for two full scale productions of a musical and an opera
- Managed a cast of 56, ages 12 to 65 years old over a 6 week rehearsal process
- Created, distributed, and continuously updated production calendars
- Managed diaries and meetings for entire theatre company; kept detailed records of all notes and rehearsal documents; distributed weekly production meeting minutes and daily rehearsal reports and followed up with appropriate personnel in-person
- Responsible for proper execution and consistency of all performances
- Acted as liaison between all creative and technical teams;
- Mentored the stage management team of the youth theatre

**Costuming Hostess**                      **Walt Disney World Resort**                      **Florida, USA**                      **01.2017 – 06.2018**

- Preset costumes and dress performers for shows and other entertainment offerings
- Contributed to the care and maintenance of entertainment garments for up to 100 performers
- Worked in more than 20 locations with individual operating procedures and teams
- Performed quick repairs in emergency situations

## Education

---

The University of Alabama

**Master of Business Administration**  
**Master of Fine Arts in Theatre: Arts Management**

Dissertation: "How Community Theatres Can Maximize Their Impact"

Western Michigan University

**Bachelor of Fine Arts: Stage Management**

## Certifications

---

Lead, Motivate, and Succeed for Line Managers from Welcome to Excellence

The Fundamentals of Digital Marketing from Google Digital Garage

## Additional Skills & Interests

---

Adobe InDesign, Photoshop, Premiere

Microsoft Word, Excel, Power Point, Outlook, Teams

Google Docs, Sheets, Slides, Mail, Drive, Analytics

Piano and Saxophone

Livestock Showman

Strong Communicator

Excellent Customer Service

Great Attention to Detail

Flexible & Adaptable

Efficient & Resourceful