

Brooke Viegut

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PROFESSIONAL SUMMARY

Versatile and performance-driven live entertainment professional with 3+ years of professional experience, offering a unique combination of strategic, creative, and project management skills across innovative campaigns. Recognized for applying a strong analytic mindset to imaginative programming and campaigns, continually resulting in increased productivity and innovative utilization of existing infrastructure and capabilities. Highly collaborative, dedicated, and committed to professional growth.

WORK EXPERIENCE

NATIONAL AUDUBON SOCIETY *New York, NY* *August 2020 – present (contract)*

Executive Office Coordinator (Board Relations & Special Events)

Project manager and communications for board relations, as well as executive support for President & CEO.

Dedicated to developing and maintaining relationships with high-profile people across the Audubon network.

- Event production and project management for three annual conferences; developing content & creative, talent recruitment, line producing, and budget oversight.
- Cultivating relationships with current board members, as well as sourcing prospects to create a well-rounded leadership group. Building long-lasting partnership and relationships to serve all parties.
- Writing and proofing internal and external communications, as well as graphic design & video production through Adobe Creative Suite.

RWS ENTERTAINMENT GROUP *New York, NY* *January 2019 – June 2020*

Manager, Program Development | Executive Assistant to the COO

High - level project management and program development for the Chief Operations Officer & leadership.

- Managed multiple simultaneous ad hoc project lifecycles from conception to completion.
- Cross-departmental collaboration for organizational development and strategic planning efforts, and in creating communications policies; then spearheaded company-wide implementation.
- Event planning and supported marketing efforts for international launches; video, social media, press, and public relations.
- Created, researched, and prepared thorough proposals, briefing packets, pitch decks, presentations, Microsoft and Adobe documents, and investor relations packages.
- Executive assistant responsibilities, including calendar management, travel, expenses and reimbursements, and correspondence on behalf of the COO.

Oversight of RWS Ignites, a personal thought project that evolved into a full institutional program, dedicated to launching careers of young entertainment professionals. Holds a 94% approval rating as of Summer 2020.

- Creation and management of outreach and recruitment initiatives to cultivate talent in all disciplines (performance, design, and administrative). Developed lasting partnerships with national educational institutions as well as top industry professionals through the digital series RWS Connects.

Supported of Theatrical Ventures & Ticketed Experiences leadership with general management of productions and projects in development.

- Managed correspondence and document tracking, drafting agreements, sourcing and cultivating relationships with creatives, and built lasting relationships.
- Additional support included literary management, creative development conversations, tracking and researching evolving trends and creative personnel, and concept and proposal creation.

Ongoing support of Marketing through content creation (video and still), copywriting, copy editing, drafting press statements, and pitching new initiatives. Conceived & managed the company's highest performing digital media series, RWS Connects, collaborating with Marketing and Casting departments to grow organic reach by approx. 400% over two months.

Coordinator, Special Projects

- Developed and executed a thorough communication & outreach strategy for RWS Casting, including recruitment initiatives, social media efforts, marketing and public relations in collaboration with Marketing and Casting departments.

- Strategy and management of creation of a new web page and content creation – visual for social media, and producing / editing seven (7) videos now seen on the company’s website and YouTube.
- Managed an outreach team resulting in growing audition attendance for 2,500+ roles hired annually.

Casting Associate

- Recruited top-tier talent for 60+ roles in 10 global cities for all sectors of lifestyle and entertainment.
- Client correspondence and sales with global industry representatives, building lasting partnerships.
- Partnered with local organizations to create personalized outreach strategy for a wide variety of roles.

THEATRICAL CREATIVE (Freelance) United States

January 2014 – present

Director, Creative Producer, Choreographer

- Full creative oversight and management of 20+ plays, musicals, & operas in traditional and site-specific spaces, known for detailed visual storytelling and emotionally driven theatrical experiences.
- Collaborating and managing a team of designers and creatives to produce full-scale theatrical work, sharing a clear vision and maintaining trajectory while keeping on budget and on tight schedules.
- Additional duties include copywriting & support for marketing initiatives, scriptwriting, and developing entertainment for fundraisers and humanitarian organizations. *(additional resume available)*

BINDER CASTING New York, NY

Seasonal, 2019

Casting Assistant

- Managed and assisted with auditions and appointments for theatrical and commercial departments.
- Talent recruitment included creative insight, client & talent correspondence and scheduling hundreds of appointments weekly.
- Additional administrative support for Casting Directors, including document creation and appointment confirmations while managing up to prioritize deadlines and client experience.

SPEAK* (a 501(c)(3) organization) Vienna, VA

May 2017 – March 2019

Program Development Manager and Co-Founder | Board Secretary

- Planned and facilitated up to four two-week retreats with 20 to 75 guests per year, and developed extensive creative curriculum with a team for youth empowerment.
- Communications & Marketing management, designing all brand media, creating content, writing copy, and developing and executing strategic communications plans across media, press, and social.
- Scheduled meetings and took minutes, as well as follow up and distribution of notes and action items.
- Donor engagement and reporting, budgeting & allocating resources, & liaising with Board Members.

ENVISAGE THEATRE COMPANY St. Louis, MO

January 2016 – May 2018

Producing Artistic Director, Founder

- Full creative oversight of each season, developing and evaluating programming to align with the organizational mission as well as designing and executing new initiatives annually.
- Selected and collaborated with a team of 20 – 30 annually, supervising and evaluating creative personnel, managing productions and budgets, contracting, and managing audience services.
- Developed and executed strategic communications plans and elevated the company brand, including logo creation in Adobe Creative Suite and design of signage, flyers, and playbills.
- Served as spokesperson of the organization for three seasons, growing audience attendance from 60% to 110%. Seasons grew from one small event to a 4 – 6 event season over three years.

SKILLS & INTERESTS

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- project management & productivity enthusiast • brand voice skills • leadership • team management • problem solving • client relations • communications • copywriting • social media savvy • Adobe Creative Suite • Microsoft Office • Google Suite • Dropbox • Expensify • Wrike • Asana • event planning • talent management •

INTERESTS: organizational planning, business strategy, communications, brand storytelling, and marketing

EDUCATION

Bachelor of Arts in Directing, *Psychology* minor (*summa cum laude*)

Webster University, St. Louis, MO

Nonviolent Communications Certificate

Trained by Rhonda Eldridge, Vienna, VA