

Liz Gray

Performing Arts Specialist

International Association of Accessibility Professionals (IAAP) Member

ARTS ADMINISTRATION

Project Manager and Presenter, Center for Communicating Science —Virginia Tech

January 2023 - Present

- Strategic prioritization meetings participant
- Marketing content creator (7 skews of Marketing documentation for each VT University college the CCS serves)
- Facilitator of CSS content to various constituents including professors from the Universidad San Francisco de Quito, the VT Postdoc cohort, STEER REU, Summer Undergraduate Research Fellows, and the Center for Enhancement of Engineering Diversity
- Social media (75% growth Instagram), YouTube SEO optimization
- Coordinator for the German Fulbright program

Director of Development, Backyard Stages—New York, NY

March 2023 - Present

Marketing and Development Lead

- Graphic design including logos and posters
- Website development (www.backyardstages.org)
- Lead writer on marketing plans, bylaws, articles of incorporation
- Head researcher for grants, prospects, and partnerships
- Founding 501c3 member

Communications Director and Company Manager, Merely Players Theatre—Durango, CO

January 2021 - July 2022

Communications Director

- Merely Players' Instagram manager (400% growth)
- Conducted radio and television interviews
- Wrote copy for monthly newsletter (over 2,000 subscribers)
- Patron season tickets coordination
- Promotional events with the Public Library and local stores

Company Manager

- Cast and crew coordinator for productions; backstage, costuming, and dressing room coordinator
- COVID protocol creator and enforcer
- Assistant to Artistic and Technical Directors
- Volunteer coordination, event coordinator, and rental contract manager

CONSULTING

Strategic Planning Consultant, The Academy Center of the Arts—Lynchburg, VA

April 2024 - August 2024

Strategic Session Facilitator and Head Plan Writer

- Facilitated strategic planning sessions with key stakeholders
- Created accessible data documents collated from SWOTs, environmental scans, and key constituent interviews
- Developed goals, objectives, tactics, measurements, and implementation guidelines for the three-year plan

970.799.0918

lizgraystudio@gmail.com

www.liz-gray.com

EDUCATION

Virginia Tech, Blacksburg, VA — MFA Theatre, Arts Leadership

August 2022 - June 2025

Arts Advocacy
Board Governance
Communicating Science
Community Engagement
Development
Financial Management
Human Resources
Marketing
Strategic Management

- *President of the Graduate Arts Council (2023-2025)*
- *Reimagining SSD's Access and Inclusion Celebration Committee (2024-2025)*

Virginia Tech, Blacksburg, VA — Graduate Certificate, School of Public and International Affairs

August 2022 - May 2024

Nonprofit and
Nongovernmental
Organization Management

New York University, New York, NY — BFA Theatre

August 2006 - May 2010

Tisch School of the Arts: Stella
Adler Studio

- *Tisch School, Excellence in Acting Award*
- *Honors Graduate*

Royal Academy of Dramatic Arts, London— Certificate Program, 2009

Upright Citizens Brigade, New York, NY— Improvisation Program, 2012-2014

Research Consultant, The Jefferson Center—Roanoke, VA

January 2023 - Present

Historical Venues and City Relationships Project

- Collated city budgets, 990 analysis
- Executive summary reporting and graph/chart creation
- Collaborated with the Executive Director

Development Consultant, LiKEN—Lexington, KY

December 2023 - January 2024

Community Storytelling Project: University of Kentucky and the Livelihoods Knowledge Exchange Network

- Reviewed and edited existing Case for Support for Stories of Place (SoP) project and wrote granting narratives
- Funding Recommendations: Researched and listed 5 potential funding sources (federal/state/local) with deadlines and offer recommendations to align with SoP's goals
- Prospect Research: Conducted prospect research to identify up to 10 individuals and foundations willing and capable of supporting the initiative, based on prior relationships with LiKEN and the SoP

Development Consultant, Da Capo Chamber Players—New York, NY

January 2023 - May 2023

Virginia Tech Development Class Project

- Developed a 30 page development plan with over 40 prospects for corporate and foundation funding
- Copy writing for letters of interest and prospect letters

Marketing Consultant, The Science Museum of Southwest Virginia—Roanoke, VA

August 2022 - December 2022

Virginia Tech Arts Marketing Class Project

- Developed a 54 page marketing plan
- Graphic design skews, social media calendar, style guides
- Research of demographics and competitors

GRADUATE ASSISTANTSHIP

Community Engagement and Programming Assistant, Moss Arts Center—Virginia Tech

August 2023 - May 2024

- Resident artists and campus community liaison/researcher
- Coordinator for community engagement initiatives, such as the lead manager of the Itraab Arabic Music Ensemble
- Scribe for the Advisory Council to the Executive Director

Publicity Assistant, School of Performing Arts—Virginia Tech

August 2022 - May 2023

Theatre, Music, and Cinema Marketing Liaison

- Mainstage poster designer, social media content (Instagram growth: 20%)
- Developed marketing plans for mainstage performances
- AP style news articles for VT News
- Contributed to weekly e-newsletters to over 1,500 subscribers

TEACHING

Fort Lewis College, Faculty

March 2020–May 2022

Acting II

Devised Theatre & Performance Art
Improvisation

Shakespearean Soliloquy

The Ellis School, Faculty

July 2017–July 2019

Public Speaking

High School Theatre

Middle School Theatre

Acting Through Song

After-School Theatre Director

SPEAKING ENGAGEMENTS

League of Historic American Theatres

Milwaukee, WI - July 2024

Presented research on city/municipality embeddedness and long-term financial sustainability for historic arts nonprofits

Academy Center of the Arts

Lynchburg, VA - August 2023

Research presentation for the Board of Directors on the fiscal health of nonprofits housed in historic arts venues owned by local governments across America

2023 Society for In Vitro Biology Conference

Norfolk, VA - June 2023

Communicating science to non-scientists presentation and workshop facilitation

WORKSHOP INSTRUCTION

Virginia Tech

School of Public and International Affairs

-Lateralized Leadership

School of Performing Arts

-Arts Management

-Improvisation for Musicians