

# Rebecca May Ristow (MBA, BA)

Artistic Administrator & Marketing Professional

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Results-driven artistic administrator and marketing professional with proven expertise in community engagement, team management, and digital marketing. Combines creative industry knowledge with data-driven marketing strategies.

## Skills

Google Ads & AI Certified

Website Management, Design, SEO  
(Wix, Wordpress, Cascade)

Social Media Management

Event Management and Marketing

Adobe Suite (InDesign, Photoshop)

Video Editing (Avid, Davinci Resolve)

Theatrical Production and Directing

Microsoft Office and Google  
Workspace

CRM and Ticketing Software

## Education

**Masters Business Administration**  
Concentration in Marketing  
University of Hartford  
GPA 4.0

**Bachelor of Arts in Theatre**  
Concentration in Directing & Dramaturgy  
Eastern Connecticut State University  
GPA 3.98

**Production & Literary Intern**  
TheaterWorks Hartford

## Selected Projects

**Marsley Films**  
(Independent Film Company)  
Scriptwriter, Editor, Production Crew

LMDA/KCACTF Student Dramaturgy  
Award, Honorable Mention

Northeast Regional Undergraduate  
Research Conference Selection

## Relevant Work Experience

### Assistant Manager, Producing & Production

The Bushnell (2026 - Present)

- Core production partner on Digital Institute-led projects, ensuring projects are delivered on schedule, within approved resources
- Provides on-site management for Warner Theatre events, including production schedules, load-ins, rehearsals, and technical logistics
- Responsible for providing data reporting, financial processing, and contract management
- Collaborates with artists and internal teams to translate artistic concepts into executable production plans, timelines, and workflows
- Organizes production meetings, agendas, asset tracking, and other documentation to support effective collaboration across projects

### Front of House Operations & Audience Services Manager

University of Hartford (2023 - 2026)

- Increased theatre department revenue by ~\$10k and performance attendance by 23% in one year through strategic analysis of patron data and targeted marketing initiatives
- Designed University's Performance Highlights Page, the most clicked and highest retention rated page for the entire site
- Managed and scheduled 40+ box office staff while supervising 15+ events monthly spanning four performance venues
- Generated sales and attendance reports, managed invoices, rental agreements, credit card and income statements via Excel
- Established and operated centralized Box Office communication system, handling 200+ monthly inquiries

### Assistant Director & Teaching Artist

Hartford Stage (2023 - 2025)

- Assisted Artistic Director in scheduling, production operation, and script updating for various regionally accredited productions
- Used Google Suite and Microsoft Excel to maintain organized notes and production tracking documents, relaying notes to 10+ departments
- Developed lesson plans for 40+ students ages 5-18, including specialized curriculum for high school level Directing, Stage Combat, and Costume Design
- Collaborated with in-house Social Worker to create individualized education/care plans for diverse and at-risk youth