

MEGHAN HURLEY

MARKETING | SOCIAL MEDIA
EVENT PLANNER | DESIGNER
ARTS ADMINISTRATOR

Pronouns: she, her

CONTACT

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PROFILE

I am a marketer, designer, event planner, and arts leader with extensive experience producing and marketing events and productions. I am passionate about building brand awareness through social media and marketing. I love telling the stories behind brands and building points of connection with their audiences.

SKILLS

- 18 Years of Theatre Production Management
- 16 Years of Event & Venue Management
- 16 Years Marketing & Social Media
- Proficient in Adobe Creative Suite, Donor Perfect, Constant Contact, MailChimp, Word Press, Canva, Microsoft Office 365, G Suite, Asana, and all Social Media Platforms
- Innovative content developer
- Self-starter & team player
- Detail & deadline oriented
- Flexible & creative problem solver
- Able to lead others & work well under pressure

EDUCATION

OKLAHOMA STATE UNIVERSITY | STILLWATER, OK
BACHELOR OF SCIENCE IN MULTIDISCIPLINARY STUDIES, 2020

- THEATRE
- MARKETING

TULSA COMMUNITY COLLEGE | TULSA, OK
ASSOCIATE IN ARTS IN LIBERAL ARTS, 2020
ASSOCIATE IN SCIENCE IN ENTERPRISE DEVELOPMENT, 2020

AWARDS

TULSA AREA THEATRE EXCELLENCE AWARDS

- 2015: BEST PRODUCTION
- 2017: 2ND PLACE PRODUCTION
- 2018: OUTSTANDING MARKETING; 2ND PLACE PRODUCTION; OUTSTANDING SCENIC DESIGN

EXPERIENCE

FREELANCE SOCIAL MEDIA & MARKETING MANAGER SELF-EMPLOYED | OCT 2021 - PRESENT

Creating social media content tailored to my clients that include:

- Streamlined communication platforms
- Redesign of marketing materials and websites
- Created innovative strategies for consumers to better engage with clients

MARKETING & EVENTS MANAGER

SUSTAINABLE TULSA, INC. | APR 2019 - OCT 2021

Planned and implemented all in-person and virtual events; developed social media and marketing campaigns; wrote press releases and engaged media for upcoming events; designed all communication and marketing pieces for the organization; conducted audience surveys to help company evaluate programs; planned annual fundraiser and supplemental fundraisers; supported with grant writing; filmed, edited, and uploaded all virtual and hybrid events; redesigned two company websites.

- Redesigned events for online attendance during COVID-19 Pandemic
- Pioneered Tulsa's first Carbon Neutral event
- Spearheaded a partnership with Up With Trees to plant trees in under-served areas of Tulsa in order to provide tree equity for all

EXECUTIVE ARTISTIC DIRECTOR

AMERICAN THEATRE COMPANY | JUN 2018 - MAR 2019

Assembled theatre season selection committee and production schedule; directed all contract hires and contract negotiations; supported with grant writing and sponsorship proposals; assembled production budgets and fiscal year budget with Executive Committee; directed and managed marketing strategies, promotional and fundraising campaigns; greatly improved the overall image of the company to investors and the community.

- Led ATC and Theatre Pops during a merger of the two companies
- Produced the most profitable production for the org in the last 48 years
- Oversaw 2 ambitious production schedules running simultaneously

ARTISTIC DIRECTOR

THEATRE POPS, INC. | SEPT 2015 - MAR 2019

Directed theatre season selection; planned the production calendar; hired production staff for each production; contract negotiation; grant writing; developed and managed marketing strategies, promotional and fundraising campaigns; built and maintained the company website; directed at least one production per year.

- Saw a revenue increase of nearly \$85,000 in first year as Artistic Director
- Organization won 13 local performing arts awards during tenure
- Oversaw successful production collaborations with other local theatre companies
- Utilized found spaces for innovative, immersive theatre experiences
- Operated as ED for Theatre Pops and ATC during the merger process

OWNER / LEAD DESIGNER

CONCEPTS WEDDINGS & EVENTS | NOV 2004 - DEC 2019

Successfully designed, planned, and managed a wide range of events including weddings, non-profit fundraisers, social events, private parties, corporate events, and speaking engagements. Oversaw all aspects of daily operations, including event budgets, staffing, training, schedules, vendor and event management, and ensuring client satisfaction.

- Planned and orchestrated over 700 weddings & events
- Events ranged from intimate parties to large public events with over 1,500 attendees
- Directed the construction of a 300+ capacity outdoor venue
- Media representative for multiple companies on television, radio, and in print

PRODUCTION MANAGER

GRACE ANN PRODUCTIONS | JAN 2000 - JUN 2010

Oversaw daily operations, productions, and accounting for Tulsa-based non-profit theatre company; coordinated production schedules and needs with production crew; oversaw all elements of production; managed production budgets; managed all marketing for each production:

- Directed 4 overseas tours to England, Sweden, Japan, and Australia
- Managed and coordinated 2 US tours from Texas to California