

# KATE HUFFMAN

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## Qualifications

- Arts administration, 5+ years
- Event planning, 6+ years
- Arts advocacy, 7+ years
- Community organizing, 4+ years
- Project management, 4+ years
- Arts development, 2+ years
- Arts marketing, 4+ years

## Education

- MA Arts Administration & Cultural Policy | September 2016  
Goldsmiths, University of London  
London, England
- BA Applied Music, Clarinet  
May 2015 | Minor in Business  
Wartburg College, Waverly, Iowa

## Skills

- Microsoft Office & Google Suite fluency
- Facility with Mac & PC OS
- CRM/database software – Salesforce, Dynamics
- Marketing automation – Mailchimp, Marketo
- Adobe Photoshop capability

## Professional Experience

**Marketing & Communications Manager** | Encore Tours | Boston, MA

August 2017 – Current

- Plan and implement all aspects of Encore's marketing strategy including social media, budget management, paid advertising, internal and external communications, online presence, email communications, and copy editing
- Manage multiple competing priorities while utilizing project management tools to deliver projects in a timely manner
- Employ proficient technology skills to maintain CRM database records and project management software
- Coordinate image and marketing material creation and reproduction with design team
- Forge strategic partnerships with industry leaders and community partners; collaborate on content, negotiate contracts
- Plan and organize all logistics, marketing, and sales incentives for conferences and international events
- Create and manage multi-year advertising budgets, ensure efficient use of resources by monitoring return on investment
- Oversee the production of content used to meet lead generation goals, boost website traffic, and improve SEO
- Work collaboratively with senior leadership and the Director of Encore to define strategic goals for the organization, evaluate customer feedback and trends, and develop strategies to meet and exceed revenue goals
- Communicate effectively with customers to assess satisfaction and ensure repeat business and loyalty to the organization
- Manage Marketing department support staff; oversee training, delegate tasks, manage schedules, and monitor success

**Program Manager & Communications Coordinator** | Encore Tours | Boston, MA

February 2017 – August 2017

- Built strong and positive relationships with music directors and organized all performance aspects of tours
- Communicated clearly and effectively with music directors, flights, and overseas offices to finalize details of tours
- Coordinated tour operations such as managing rooming, bus, and flight arrangements, as well as compiled performance information regarding venue requirements, instrument rentals and transportation, and repertoire

**Creative Learning & NYDC Assistant** | Sadler's Wells | London, England

February 2016 – October 2016

- Acted as point of contact for over 300 applicants to National Youth Dance Company (NYDC); managed inflow of applications as well as interdepartmental review and response
- Assisted in the production of Creative Learning performances; aided the planning, administration, and organization of the NYDC Experience Workshops
- Coordinated schedules, staffing, materials, and logistics for Home Turf, a community dance project with over 100 dancers

**Communications Coordinator & Cultural Planner** | City of Waverly | Waverly, IA

March 2015 – August 2015

- Forged strategic partnerships with local cultural organizations; researched and wrote a City of Waverly Cultural Assets Assessment and planning proposal to help the city better support local arts and culture
- Planned and coordinated citywide logistics for volunteer projects preparing for the GOTR international festival headlined by Mumford and Sons; served as liaison between city residents and city and festival officials
- Created and implemented social media plan, including a cross-departmental content sharing strategy, a GOTR informational Facebook group that grew to 800+ members in three weeks, and a terms of use policy

**Archivist** | Wartburg Vogel Library | Waverly, IA

September 2013 – May 2014

- Organized and classified archival records to make them easily searchable; Created and maintained computer database
- Assisted students with locating and researching items and records in the library's collection
- Preserved and maintained delicate documents; served as main student archivist for Kathryn Koob collection of personal letters and artifacts (Kathryn Koob was one of the 52 Americans held hostage in the Iran Hostage Crisis of 1979 – 1981)



## Music Education Experience

**Private Clarinet Instructor** | Freelance June 2012 – January 2017  
**Clarinet Instructor** | Tower School of Music | Waverly, Iowa September 2014 – August 2015

## Professional Musician Experience

**Principal Clarinet**, Goldsmiths Sinfonia | London, England September 2015 – April 2016  
**Principal Clarinet**, Wartburg Community Symphony | Waverly, Iowa September 2014 – May 2015  
**Principal Clarinet**, Wartburg Wind Ensemble | Waverly, Iowa September 2013 – May 2015

Other experience: Denver Municipal Band, Denver, Colorado; Waterloo Municipal Band, Waterloo, Iowa; Cedar Falls Municipal Band, Cedar Falls, Iowa; All-Star Dixie Band, Clear Lake, Iowa

## Volunteer and Leadership Positions

**Community Member** | Latin Quarter Cultural District Steering Committee | Jamaica Plain, MA November 2018 – Current  
*The Latin Quarter Cultural District (LQCD) Steering Committee is a collection of folks who live and work in the Jackson/Hyde Square neighborhood of Jamaica Plain who are part of the effort to form a Cultural District focusing on representing the history of the neighborhood and serving community members.*

- Cultivate relationships with others living in the area; participate in group discussions about the values and goals of the LQCD
- Take notes at meetings, ensuring that everyone's input is heard, valued, and recorded

**Leadership Council Member** | MassCreative | Boston, MA May 2017 – Current  
*MassCreative is the state arts advocacy organization. They work to build a more vibrant, healthy and equitable Massachusetts.*

- Participate in advocacy efforts led by MassCreative, engage patrons and artistic communities
- Contribute to the wider-community's knowledge about arts news by writing articles for the MassCreative blog
- Advise the MassCreative team about the needs of the arts and creative community to inform advocacy

**Volunteer** | Ayanna Pressley's U.S. Congressional Campaign | Boston, MA Summer – Fall 2018

- Co-hosted an "Artists for Ayanna" fundraising & community engagement event at Pucker Gallery
- Knocked on doors to encourage voter registration and awareness about the candidate and her platform

**Board Member** | Diversity National Advisory Board, Wartburg College | Waverly, IA March 2017 – December 2018  
*The Diversity National Advisory Board (DNAB) is one of 12 advisory boards at Wartburg College.*

- Advised the College President, faculty, and staff about matters relating to diversity, equity, and inclusion
- Cultivated relationships with college alumni and current students to understand current issues and brainstorm solutions
- Remotely attended bi-annual meetings; focused on the needs of LGBTQ students on campus

**Founding Board Member** | Waverly Chamber Music Series | Waverly, IA November 2016 – July 2018  
*The Waverly Chamber Music Series brings people together for the enjoyment of community and music by providing high-quality chamber music concerts.*

- Led the composition of the necessary legal documents as well as the process to become a registered 501(c)3 nonprofit
- Assisted in the recruitment of board members; oversaw the organization's online presence
- Planned and scheduled all social media posts to advertise concerts and drive development efforts

**Volunteer** | Democrats Abroad UK | London, England November 2015 – October 2016  
*Democrats Abroad is the official Democratic Party arm for the millions of Americans living outside the United States. DAUK strives to provide Americans abroad a Democratic voice in government and elect Democratic candidates by mobilizing the overseas vote.*

- Registered overseas voters; helped in planning and facilitating DAUK Independence Day celebration in London
- Served on the DAUK communications committee; participated in awareness-raising and fundraising efforts