

SHELBY PICKELNY

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EDUCATION

Pace University, Lubin School of Business

Bachelor of Business Administration (BBA), Arts and Entertainment Management
Minor in Creative Writing

New York, NY

May 2022

RELEVANT EXPERIENCE

ADCOLOR Conference and Awards 2024

Onsite Activations Coordinator / Asst. to VP of Partnerships

Los Angeles, CA

October - November 2024

- Project manage immersive marketing experiences with sponsors Apple, Google, Disney managing possibilities and deadlines
- Communicate with Vice President, Senior Manager onsite contact, and each activation staff to acquire details prior to load in
- Manage load in/out schedule with 20+ vendors over 12 hours, utilizing time and personnel management
- Compile, negotiate sponsor agreements, acquire COI, and other paperwork on timely basis
- Remain flexible with last minute sponsor requests, working with multiple parties to achieve timely and in-budget deliverables

STILL at DR2 Theatre

Line Producer with Colt Coeur

New York, NY

March - June 2024

- Sustain vision and momentum in Off-Broadway transfer of original play with 90% increase in budget and scale
- Centralize and digitize internal record keeping system, creating flexible ticket strategy and maximizing third party revenue
- Unify 30+ people in 10+ teams during load-in, tech, and previews for successful and timely deliverables
- Devise in-budget social media and marketing strategy to support average of 93% attendance throughout 6-week run
- Field communication between FOH, box office, and company, prioritizing tasks with Lead and Executive Producer
- Assist in contract development and execution, managing fee payable schedule, and expense tracking

KGM Theatrical

Opening Night Coordinator

New York, NY

October 2024

Management Assistant

September 2023 - April 2024

- Oversee design and execution of 750 person after party, including 8 contracted vendors and 3 sponsor activations
- Facilitate workshops of new plays, including budget, schedule, and location management
- Increase attendance to new workshops by over 20% utilizing e-blasts, DirectMail, AirTable, and graphic design
- Code PEX card expenditures and track spending of 3 different entities, coordinating with CM and GM team

A Will to Live, LLC

Production Stage Manager, Chain Theatre

New York, NY

July - September 2023

- Anticipate production costs and track spending throughout 3 week pre-production process
- Design and manage production calendar for 23-show run and 1 month of rehearsals
- Track and issue complimentary tickets, coordinate with Box Office for seamless patron experience
- Serve as liaison between company, producers, director, and designers with professional and pleasant demeanor
- Coordinate load-in and strike with Technical Director for timely and cost-effective process

101 Productions, Ltd.

Office Manager and Management Assistant

New York, NY

August 2022 – July 2023

- Coordinate 10+ meetings per day for 2 Co-Presidents of company and 30+ person staff
- Process invoices and reconcile Co-Presidents' monthly AMEX statements
- Monitor in-office Covid testing, design and implement Covid policy according to CDC
- Expertly navigate Excel, G-Suite, Outlook, and Zoom to facilitate budgeting, scheduling, and organizing

Once Upon a One More Time, LLC

Opening Night Coordinator

New York, NY

June 2023

- Hire, schedule, and oversee 4+ person team over 2 week period prior to Opening Night of Broadway show
- Assist in planning, managing, and execution of \$30,000 After Party with 3,000+ guests
- Establish communication channels with Producers and General Management team, communicating timeline and deadlines
- Generate productivity and positivity in high stress environment with tight deadlines

Baseline Theatrical

Management Intern

New York, NY

May – July 2022

- Oversee filing management, tracking payroll, royalties, and payroll back up documentation

- Pioneer audits for 4 Hamilton entities, interfacing with lawyers, CMs, and GMs in professional demeanor
- Assist in periodic profit distributions while exhibiting eagerness to learn and retain new information

The Art of Peaking Too Soon

New York, NY

Playwright and Lead Producer

September - November 2021

- Hire 3+ person creative team, 12 person cast for full-length explorative ‘drama-dy’ about the perils of growing up
- Design and execute \$4,000 production budget, achieving total capitalization using target donor relations strategy
- Achieved capitalization utilizing social media, GoFundMe, and strategic donor relations with target audience
- Innovate ticket sale and audience outreach using robust QR code sticker technique and website creation

KPA Talent Management and Productions

New York, NY

Associate Creative Producer

January 2020 – September 2022

Casting Intern

June 2019 - January 2020

- Write and evaluate scripts and treatments for original TV series (credit: **I Am Shauna Rae**, dist. TLC)
- Research and organize 50+ production company’s contact information for show pitches
- Modernize document and calendar management utilizing company Google Drive and DropBox

Drive By History and Drive By History: Eats

West Orange, NJ

Associate Producer for Television shows in PBS programming

October 2019 – August 2022

- Coordinate travel arrangements for Host, Producers, Crew, and special guests
- Process invoices and contracts with 20+ vendors, sites, and guests
- Devise daily and monthly shoot schedule based on 6+ team members’ availability
- Operate as conduit for on-site management, prioritizing timeliness, organization, and efficiency

Ripple Effects Artists, Non-Profit Theater Company

New York, NY

Development Intern

September 2020 – January 2021

- Manage planning and execution of multimedia projects, including radio show and podcast
- Bolster social-positive mission of organization through effective communication between CEO, board members, and staff
- Spearhead artist relationships, supporting existing contacts and generating new collaborations

CareOne

Fort Lee, NJ

Assistant to the Senior VP of Operations

March 2020 - September 2020

- Analyze data of 80+ care facilities in tri state region for resource allocation strategy during Covid health crisis
- Increase confidential communication using SurveyMonkey, Microsoft OS, time management, and task prioritization
- Handle urgent situations in equipment depletion crises, coordinating with internal teams, and execute VP response

Ocean Township Theatre Initiative

Asbury Park, NJ

Founder, Educator, Producer, Playwright

September 2017 - August 2019

- Pitched successful business case with feasible breakeven point, increased asset model for year 2
- Designed product for theatre recreation program for 15 students total grades 8-12
- Hired assistant manager in year 2 upon expansion to 20 students, with higher packaged price point
- Designed two-week curriculum covering the production of a show before full-length performance of final showcase
- Operated as producing entity and handled hiring process, financing, tech schedules and riders, and all communication with two venues and Recreation program staff, including transportation of program participants to external venue

THEATRE CONT

out skirts Playwright and Lead Producer	Dir. Liz Bealko	Chain Theatre New York, NY	2023
Differently Abiling By Zoé Badovinac	Dir. Shelby Pickelny	The Players Theatre New York, NY	2022
Dead Babies Playwright and Lead Producer	Dir. Liz Bealko	Chain Theatre New York, NY	2022
Robot Girlfriend Playwright and Lead Producer	Dir. Shelby Pickelny	Berklee College Power Station NYC New York, NY	2021

By Us
Playwright and Lead Producer

Dir. Shelby Pickelny

Ocean Black Box
Asbury Park, NJ

2018

SPECIAL SKILLS

Organization, Copywriting, Multi-tasking, Live Event Production, MailChimp, DirectMail, Outlook, Microsoft OS, Google Suite, AirTable, Video editing, Community Engagement, Volunteering, Apple technology, LGBTQIA+ Advocacy, Mindfulness, Yoga, Coffee, Proficient Spanish; C-Vent Certified