

MARA JILL HERMAN

Connecting people to each other and big ideas to foster change in our community

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EXPERIENCE

MJH CREATIVE – *Freelance Producer*

July 2017 – Present, New York, NY

- ◆ Conceive, produce, and direct a variety of creative projects with internal and external clients to develop cohesive and streamlined implementations
- ◆ Provide supervision, build inclusive communities, and fight for social justice: human rights, reproductive rights, gun reform, gender parity, caregiving, and recovery awareness
- ◆ Drive partnership impact: National Council of Jewish Women, Parent Artist Advocacy League, and Path To Peace
- ◆ Lead with exemplary verbal communication, attention to detail, problem-solving and crisis management acumen
- ◆ Design/send Mailchimp campaigns (80% open rate), edit videos/YouTube playlists, and publish montages
- ◆ Curate media database and audience borrowing for local press, industry invites, and growing accounts
- ◆ Ability to synthesize and track record of success with data analytics recaps, project plans, and status reports
- ◆ Creative visionary, artistic leader, and super admin for 10 major live events, 15 Zoom readings, and 4 music videos
- ◆ Manage projects: 92nd Street Y, Romemu Brooklyn, Museum of the Moving Image, New York Theatre Workshop, A.R.T/NY, The Green Room 42, New York City Center, MAR Productions, and YoungArts

RUTH SENT US: A BENEFIT FOR REPRODUCTIVE JUSTICE

- ◆ Honored the legacy of Ruth Bader Ginsburg in response to the overturning of Roe vs. Wade
- ◆ Raised funds for National Council of Jewish Women/National Abortion Federation to promote healthcare access
- ◆ Managed budget: labor, personnel, rentals, food, transit, materials, and grants
- ◆ Interviewed civil rights activist Heather Booth and distributed clips on social media to market event
- ◆ Conceived and curated concert featuring 30 artists (Host: Ilana Levine, Music Direction: Andrea Grody)
- ◆ Press coverage: AMNY, Queens Ledger, Pro Choice, Bayside Times, Playbill

CHANGEMAKERS: A CELEBRATION OF WOMEN AND STATERAARTS

- ◆ Advocated for gender parity with women/non-binary artists by educating patrons about entertainment industry
- ◆ Partnered with Parent Artist Advocacy League on caregiver talkback and raised funds for StateraArts Mentorship
- ◆ Conceived and curated concert featuring 30 artists (Host: Dale Soules, Music Direction: Julianne B. Merrill)
- ◆ Press coverage: Playbill, The Ensemblist, BroadwayBox

STRONGER THAN HATE: A BENEFIT FOR TREE OF LIFE SYNAGOGUE

- ◆ Unified Jewish community and raised funds for Pittsburgh congregation in response to deadly attack
- ◆ Celebrated Jewish joy and partnered with Anti-Defamation League for educational enrichment on anti-semitism
- ◆ Conceived and curated concert featuring 30 artists (Host: Ilana Levine, Music Direction: Danny Lepek)
- ◆ Press coverage: Playbill, Actors' Equity newsletter, Feminists Act, Little Known Facts podcast

TECHNOTHERAPY NYC

- ◆ Produced panel discussion, private screening, and company launch party at Museum of the Moving Image
- ◆ Oversaw \$8,000+ budget: labor, personnel, rentals, in-kind donations, grants, and private donors
- ◆ Designed Mailchimp campaigns (65% open rate) and managed Eventbrite guest list

THE TANK – *Executive Producer*

Winter 2024, New York, NY

- ◆ Executive Producer for first production of drag show *Today You Are A Man!*
- ◆ Wrote/published press release via Broadway World and increased project awareness
- ◆ Placed press interviews for lead artist/playwright in New York Jewish Week and Moment Magazine
- ◆ Supervised company, directed Stage Manager, and pitched play for further development to new producers
- ◆ Sent “Thank You” email to 100+ patrons and circulated digital program to generate future interest

SHENYC ARTS – *Producer & Marketing Director*

June 2023 – January 2024, New York, NY

- ◆ Creative Producer, General Manager, and Marketing Director for live production of *The Moss Maidens*
- ◆ Optimized revenue generation for new, award-winning play about the Dutch resistance in World War II
- ◆ Built strategic vision: increased target fundraising goal and created Indiegogo calls to action
- ◆ Placed 8 press articles including Queens Post, New York Jewish Week, Moment, Broadway World
- ◆ Curated media database and audience borrowing for local press, industry invites, and production amplification
- ◆ Managed \$20,000 budget: personnel and all production elements for public-facing event
- ◆ Sourced Production Stage Manager, Male Understudy, and Photographer
- ◆ Wrote contracts and liaised with Actors' Equity Association on guidelines

the cell – Associate Producer

Fall 2023, New York, NY

- ◆ Worked with Director, Technical Director, Playwright, and Press Representative to support production
- ◆ Built customized industry invite list, sent emails and follow ups, and placed press articles/social media posts
- ◆ Researched fundraising strategies and local LGBTQ groups for increased sales and audience engagement
- ◆ Facilitated conversations and artistic planning for external artists and internal staff
- ◆ House Managed one-man live show: engaged with patrons for pre-show check-in and at post-show reception
- ◆ Organized Zoom meetings, delegated tasks to Production Stage Manager, and adhered to extended show schedule
- ◆ Talent sourced during pre-production for developmental reading of new sci-fi musical

PARENT ARTIST ADVOCACY LEAGUE – Producer

Winter 2022, New York, NY

- ◆ Produced the first annual *Caregiver Cabaret* at A.R.T/NY to raise awareness for caregivers in the arts
- ◆ Recruited by PAAL founder to hire talent, run rehearsal, and curate 90-minute cabaret
- ◆ Collaborated closely with honoree Shanta Thake, Ehrenkranz Chief Artistic Officer of Lincoln Center
- ◆ Wrote parent-driven outreach and placed multiple interviews for PAAL founder
- ◆ Facilitated conversations with Music Director, Agents, Performers, and Photographer
- ◆ Built Mailchimp invitation, video montage, and press releases to amplify the event

QUEENS THEATRE – Director

April 2022 – August 2022, Astoria, NY

- ◆ Directed residency for senior population in Storytelling/Devised Theater course *** (segment featured on CBS Mornings)*
- ◆ Created educational materials using the Actor's Toolbox (body, voice, imagination)
- ◆ Led writing prompts and adapted residents' personal stories into theatrical production
- ◆ Designed and sent Mailchimp invitation (78% open rate), edited copy, and built playbill in Canva
- ◆ Partnered with HANAC & Queensview NORC to establish schedule and program logistics
- ◆ Instilled Covid safety measures through community agreements and collaborative environment
- ◆ Facilitated planning meeting with Music Director, Program Manager, and Education Director

AHAVA THEATRE COMPANY – Associate Artistic Director

June 2020 – March 2021, Remote, NY

- ◆ Recruited by Artistic Director of Jewish company to build new education and marketing program
- ◆ Conceived, edited, and produced multicultural Hanukkah video to promote Jewish diversity
- ◆ Wrote and edited course descriptions/press releases for website and social media
- ◆ Developed Women's History Month marketing communication, including copy and hashtags
- ◆ Directed marketing intern to deliver digital assets to partner organizations
- ◆ Managed audience development via Instagram and 100+ Facebook groups dedicated to new clients

EDUCATION

UNIVERSITY OF THE ARTS – *Bachelor of Fine Arts, Musical Theater*

Philadelphia, PA

DISTINCTIONS & SKILLS

Jewish Activist: Partners include ADL, Tree of Life Synagogue, and National Council of Jewish Women

Awards: Best Play & Best Ensemble, *The Moss Maidens* (2023 SheNYC Festival)

Nominations: 2023 & 2024 Barbara Whitman Award, Stage Directors and Choreographers Foundation

Membership: Actors' Equity Association (12 years), NYC Arts In Education Roundtable (2 years)

Grant Writing: 50 grants amounting to \$44,000+

Fundraising: \$25,000+ for Health, Human Rights, and Social Justice causes

Software: Apple Certified Technician, PC Fluent, Microsoft Office Suite, Google Workforce, Canva

Email & Social Media: Mailchimp, Constant Contact, Emma, Facebook, Instagram, YouTube, LinkedIn, TikTok

Video Software: iMovie, Final Cut Pro (all phases of production), MixCaptions, Zoom, WeTransfer, Loom

Communication: Public Speaker (Stage, TV & Podcasts), Published Author (all phases of editorial)

Volunteer Mentor: StateraArts, Maestra Music