

MEREDITH CUTLER

meredith@meredithcutler.com
www.meredithcutler.com

Experienced, creative Project Manager specializing in arts marketing and communications

SERVICES OFFERED: Brand Management, Event Marketing, Copywriting & Editorial, Public & Media Relations, Web & Social Media Management, Creative Services & Traffic Management

RECENT PROFESSIONAL EXPERIENCE

ARTSCOPE MAGAZINE

Quincy, MA—2/08-present

CONTRIBUTING ARTS WRITER

Artscope Magazine: New England's Culture Magazine is now in its 5th year of providing timely, insightful and accessible visual and performing arts news coverage from throughout the region. My contributions for Rhode Island and MetroWest Boston include:

- Provide written coverage of New England's cultural news for regional arts publication
- Research stories, conduct interviews, acquire and optimize associated visuals
- Cultivate relationships with regional partners including galleries, museums, artists and curators

FIRSTWORKS

Providence, RI—12/08-5/10

MARKETING & PR COORDINATOR

(as independent consultant: 1/11-present)

FirstWorks is a non-profit presenting arts organization serving Providence and Rhode Island through public performance and arts-learning programs by world-class artists. Selected campaigns and projects I have collaborated on include residencies and premieres by: Yo-Yo Ma's Silk Road Ensemble, Alvin Ailey American Dance Theatre, Laurie Anderson and Bill T. Jones / Arnie Zane Dance Company; plus the annual FirstWorks Festival and Pixilerations new media showcase. My contributions include:

- Develop strategy and create content for advertising, branding and fundraising campaigns across print, web, electronic mail and broadcast media
- Manage design, production and distribution of marketing collateral
- Facilitate media and partner relations through press releases, interview opps. and special events
- Negotiated sponsorship agreements with regional media partners valued at over \$400K

FIRST ACT INC

Boston, MA—12/02-5/07

First Act is a consumer electronics manufacturer specializing in musical instruments designed for the general consumer market, children's first musical experiences and professional musicians. Brand launches I collaborated on include: First Act®, First Act Discovery™, First Act Limited Edition, First Act V-Stack® and the First Act Guitar Studio flagship store.

MARKETING & EVENT SPECIALIST

3/05-5/07

- Redesigned and managed \$500K international trade show exhibit program
- Collaborated with internal and external partners on cross-promotions and brand launches
- Coordinated design, production and distribution of marketing collateral
- Developed and managed archive of key marketing and publicity assets
- Facilitated media relations as internal contact and planned exclusive press events

SALES COORDINATOR

12/02-3/05

- Created sales and video presentations, print advertisements and marketing collateral
- Facilitated development of new consumer products to meet retail partner requirements
- Coordinated and staffed domestic trade show program
- Facilitated field sales team needs across all internal and overseas departments

MEREDITH CUTLER

EDUCATION AND TRAINING

SKIDMORE COLLEGE

Saratoga Springs, NY—Graduated Cum Laude, 1997

BACHELOR OF SCIENCE—MAJOR: STUDIO ART / MINOR: ART HISTORY

AWARDS: Periclean Honors Society: 1995-1997, Ruth Frenzel '51 scholarship for academic excellence: 1996, Anne Reid '76 scholarship for academic excellence: 1997, Nominated "Student Employee of the Year": 1997

UNIVERSITY OF NORTHERN ILLINOIS OUTREACH PROGRAM

2006

CTSM CANDIDATE (Certified Trade Show Marketer)

SEMINARS: Project Management and Reporting, Managing Your Creative, Exhibit Design – From Concept to Completion, Budgeting for Results, How to Measure the Value of Events, Integrated Event Tactics, Incorporating Brand Marketing Into Your Exhibit Program

ADDITIONAL COMPETENCIES

Languages: English (Native Speaker), Italian (Intermediate)

CRM / Email Marketing Platforms: Constant Contact, Patron Mail

Content Management Systems (Web): Drupal, Wordpress, Joomla

Design: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver)

Productivity Software: Microsoft Office Suite (Word, Excel, Powerpoint, Access)

Documentation: Digital Photography & Videography

WRITING SAMPLES

PDFs AVAILABLE ONLINE AT: meredithcutler.com/press/bibliography