

Elisabet de Vallée

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EXPERIENCE

THE SANTA FE SYMPHONY

Marketing Assistant

Reported to Creative Director. Actively involved in all marketing and social media efforts during the orchestra's 40th Anniversary Season. Organized production and asset management for 140-page program book. Updated website and built new pages. Wrote copy for social media sites. Wrote press releases, calendar listings and advertising blurbs for local media. Created program inserts for special events, such as choral concerts and chamber music events. Designed posters, 2-ups, rack cards. Created fundraising, marketing materials and web pages for the orchestra's new Education & Community Department after the 2023 merger with the Santa Fe Youth Symphony Association. Executed marketing plans on a day-to-day basis while supporting Creative Director in meeting long-term strategic goals. Volunteer, Development Department. (2022 to present)

THE LOVELAND ORCHESTRA

Board Member, Marketing & Communications

Sales, marketing, social media marketing and media relations for this community orchestra. Wrote press releases, opened accounts on Facebook, Twitter and Instagram. Created a subscriber newsletter that I distributed from the lobby (and later by email). Created and maintained subscriber mailing list and a media list, etc. Coordinated local events such as "Classical Conversations" at Loveland Library. Built new website for orchestra. Designed and wrote 2019-2020 season brochure. Results: 6 out of 7 concerts sold out (capacity 535 seats); one event (Messiah) saw a 300% increase due to community outreach efforts. (2018-2020)

CHEYENNE SYMPHONY ORCHESTRA

Consultant, Marketing & Communications

Wrote, designed and built "Tempo Magazine" and all other CSO promotions. Chair, Communications & Media Relations, Symphony Friends. Served on fundraising and marketing committees. Created new events, fundraisers. Oversaw 2016 renewal campaign / transition from one to four concert packages. Designed sales pieces, posters, ads for newspapers and social media. Ran concert marketing table. Results: Sold out subscription series; raised single ticket income at special events by more than \$10,000. (2015-2016)

LARAMIE COUNTY COMMUNITY COLLEGE

Adjunct Faculty, Music Department

Taught Music Theory and Intro to Music to traditional and non-traditional music majors and non-music students. (2014-2016)

UNIVERSITY OF NORTHERN COLORADO / UNC SCHOOL OF MUSIC

Freelance Marketing & PR / Special Projects

Oversaw marketing & PR for "A Classical Cajun Gumbo," a benefit concert featuring Doug Kershaw, the Ragin' Cajun, and the UNC Symphony on behalf of the 25th anniversary of UNC's Western States Honor Orchestra Festival (WSHOF). Wrote, designed and distributed media kit, web materials, press releases & support graphics (poster, program book, PR pieces, etc.). Concert was the first classical music event to completely sell out the 1700-seat Union Colony Civic Center. Raised \$30,000 in ticket sales. Asked to promote 25th annual WSHOF, raising an additional \$10,000, selling "Classical Cajun Gumbo" CDs and tickets to masterclasses led by guest artists (2008). Founded UNC Chamber Music Society in Summer 2013. Publicist for School of Music on contract basis. (2006-2014)

WYOMING HISTORIC GOVERNORS' MANSION FOUNDATION

Chairman, Board of Directors

Directed marketing, fundraising and political affairs. Created organizational infrastructure, promotional materials, public identity. Raised \$1.5 million toward the restoration of Wyoming's premier historic house. Secured lead gifts from Vice President Dick Cheney, all living governors and representatives from Wyoming's First Families. Organized and hosted a VIP-focused celebration of Wyoming as part of the mansion's centennial in June 2005 that raised \$50,000. Founded Music at the Mansion, a benefit concert series that raised \$10,000 for the mansion's restoration. Wrote grant proposals, oversaw direct ask efforts, raised in excess of \$200,000 over a four-year period. (2001-2006)

WYOMING TRIBUNE-EAGLE

Researcher & Publication Designer

Artist and researcher. Conceptualized and built new products: "what'sup" (weekly entertainment magazine), CFD20XX (annual souvenir book for Cheyenne Frontier Days Rodeo) and School of Hard Knox, a collection of journalist Kirk Knox's work over 50 years at the WTE. New design for rodeo piece exceeded ad revenue projections by \$250,000 in its first year. (1999-2001)

THE NEWS-STAR

Publication Designer

Conceptualized and built new products for 40,000 daily circulation newspaper: outdoor magazine, entertainment guide, cookbooks, special projects. Freelanced for publisher, marketing, advertising and newsroom. (1996-1999)

ALEXANDRIA DAILY TOWN TALK

Creative Services Supervisor

Art director for in-house ad agency at 40,000 daily circulation newspaper. Produced award-winning graphics, special projects, promotional materials for the US Navy Blue Angels. Hired, trained and supervised a team of three entry-level graphic artists. (1991-1996)

CONSULTANT, HIGH TECH MARKETING & ARTS MANAGEMENT

Various locations, New York NY (1987-1991)

Marketing Director, Orpheus Chamber Orchestra

Hired to plan and execute transition bringing marketing in-house from Carnegie Hall. Extensive proposal writing, initial marketing plans, 18-month sales plans, strategy memos. Copywriting- subscriber letters, newsletters, sales pieces, renewal brochures, direct mail. Reconfigured database. Arranged bulk mail, business reply mail, merchant accounts with credit card companies, set up subscription-related bank accounts.

Marketing Director, Technologic Partners-New York

High tech market research firm focused on publishing and conferencing. Developed and implemented long- and short-term strategic plans for annual marketing and promotional campaigns. Responsible for positioning, coding, tracking and response analysis for direct mail programs. Created and maintained relational database combining subscription and circulation records with master databases.

Computer Graphic Artist, LINK Resources (IOG-New York)

High tech market research firm focused on consulting and publishing. Translated technical information into easily understood form. In-house consultant on desktop publishing and computer graphics. Major projects: reports on HyperCard for Apple Computer, "Home Electronics in the Year 2000" for NY ad agencies, 3-part series on HDTV for the Japanese, French and, US governments.

Comptroller, Brooklyn Philharmonic

Prepared the orchestra to face IRS auditors. Accounting, bookkeeping and financial reporting: deposits, reconciliations, payroll. Prepared unemployment, tax documents. Computerized records.

Managing Director, Concordia: A Chamber Symphony

Organized and handled all operations, marketing and fundraising. Initiated minimum gift levels by board members then got them fired up about asking other people for money. Raised \$60,000 in 6 weeks. Arranged bulk mailing privileges, created and wrote all publicity, set marketing/sales goals for FY88/89, their first subscription year.

NEW JERSEY SYMPHONY ORCHESTRA

Assistant Director of Marketing - MBA / Arts Internship

Responsible for marketing the NJSO's new chamber orchestra series. Wrote, designed, prepared and distributed season brochure, promotional materials. Arranged group sales and list exchanges. Community and audience development work. Results: Marketing investment of \$2,700 grossed \$75,000 in new sales and 1,886 new subscribers over a 10-week period. Single ticket income exceeded projections by \$2,000. Two locations sold to 105% of capacity; a third location sold 42% on subscription with the balance selling out at concerts (1987).

NEW ORLEANS SYMPHONY

Marketing Director

Responsible for all earned income, not including fee services. Annual operating budget, \$4.5 million, with tickets representing 67% of earned income. Sales averaged \$2 million, 150 concerts/year, 48 subscription in New Orleans, 12 subscription in Mobile AL. Developed and implemented sales strategies resulting in four sold out mid-week classical subscription series. (Capacity 2,100, 2 series of 16 events, 2 series of 8.) Responsible for the NOS image: print and electronic (TV, radio). Created aggressive ticket turn-in / resale program raising sales 40%. Supervised staff of five plus a volunteer corps of 2000+ members. (1978-1985).

EDUCATION

Doctor of Arts, Music History & Literature

Dissertation: Building Blocks of a National Style: An Examination of Topics and Gestures in Nineteenth-Century American Music as Exemplified in Scott Joplin's *Treemonisha* (August 2017)
Advisors: Dr. Jonathan Bellman and Dr. Deborah Kauffman
University of Northern Colorado, Aug. 2017 (GPA 3.87)

Master of Music, Bassoon Performance

Principal Teacher: Dr. Charles A. Hansen
University of Northern Colorado, May 2009 (GPA 3.96)

Master of Business Administration, MBA/Arts Management

Concentrations in Marketing and Development (Fundraising)
State University of New York at Binghamton, Dec. 1987 (GPA 3.5)
MBA/Arts Internship: New Jersey Symphony Orchestra, Marketing Department

Bachelor of Music in Bassoon Performance

Principal Teacher: Crawford Best
College of Music at Loyola-New Orleans, May 1981 (GPA 3.74)

Graduate, American Symphony Orchestra League Management Training Seminars

Advanced Training Courses in Marketing, Development, Management (1985-1989)
Guest speaker and frequent panelist during sessions organized by the late Ralph Black, VP, ASOL (1986-1988)

PUBLICATIONS / TEACHING / OUTREACH / PUBLIC SPEAKING

Book — Waterhouse-Langwill: Bassoonist Bibliographic Project

Co-editor. Research, translation and transcription of handwritten notes kept by William Waterhouse and Lyndsey Langwill on European bassoonists, 1750-1950. Jim Kopp, editor. Published by International Double Reed Society (2016)

Program Notes — Carnegie Hall, Lincoln Center

Professional annotator since 1980. Clients include Carnegie Hall, Lincoln Center, New Orleans Symphony (now Louisiana Philharmonic), major orchestras across the US. Regional clients include UNC Symphony, UNC Opera.

Graduate Assistantship, University of Northern Colorado

Music 140: Introduction to Musical Styles & Context (Music Appreciation for Majors). Instructional assistance: Coached informal study groups, took attendance, graded weekly quizzes. (Professor — Dr. Janice Dickensheets)

Presentations, after-dinner talks & pre-concert talks

30-minute lectures with Powerpoint shows geared to the lay audience. Available for every class project done at UNC. Talks given at local libraries, churches, civic club meetings. Recent hosts include UNC Chamber Music Society, Music at the Mansion, Denver Masonic Order, private club meetings and special events.

Arts and Entertainment Writing

Award winning design and writing work for weekly entertainment magazines published by local newspapers. Clients Oliver Prezant / OP Productions and local businesses such as Quail Run, Kokopelli Rafting, Santa Fe Concert Band, Bells of St. Francis Cathedral-Basilica and the Santa Fe Flutes. Won ADDYs for design and publication work in Louisiana, Wyoming, and Colorado.

PERFORMANCE OVERVIEW

Extensive theatre orchestra & pickup orchestra work in Louisiana, New York, New Jersey, Colorado, Wyoming, and New Mexico. Currently performing with Los Alamos Symphony Orchestra, Santa Fe Community Orchestra, and Santa Fe Concert Band.

Former member of Boulder Symphony, Stratus Chamber Orchestra (formerly Musica Sacra / Denver), Colorado Wind Ensemble, University of Northern Colorado Symphony, Wind Ensemble, and Bassoon Quartet. Also UNC Chamber Music Society, Loveland Orchestra (all based in Colorado), Binghamton Symphony, BC Pops (Binghamton NY), Rapides Symphony (Alexandria LA), and New Orleans Civic Symphony.

SPECIAL PROJECTS

- Board of Directors, Los Alamos Symphony Orchestra
- Freelance Consultant — Marketing, Graphics, Social Media in both for profit and not-for-profit sectors
- Professional editor, PhD dissertations and graduate papers for students at the University of Northern Colorado / School of Music
- Current writing projects include an American-focused update to Waterhouse-Langwill: Bassoonist Bibliographic Project in order to document the careers of 20th century bassoonists; publication of scholarly articles based on research conducted during my time at UNC.

REFERENCES

Elizabeth McGuire

Executive Director, Colorado Music Festival
Former Executive Director, Cheyenne Symphony

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William Lynn Dixon

Vocalist, Lyric Opera of Chicago / Opera Fort Collins
Former Artistic Director, Music at the Mansion

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Former Chief of Staff to Gov. Dave Freudenthal

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Louie Silvestri

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The Loveland Orchestra

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Dan Furnald

Former Operations Manager
New Orleans Symphony

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Greg Heltman

Founder & Conductor
Santa Fe Concert Band

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