

**Meghan Randolph**  
6826 Tottenham Rd.                      Madison, WI 53711  
608-347-1192                              [mrandolph@mtmadison.com](mailto:mrandolph@mtmadison.com)

**Arts/Nonprofit Management Experience:**

***Music Theatre of Madison – Executive Director  
2005-Present***

- Founded organization
- Supervise all organizational functions including artistic oversight, season selection, marketing, fundraising, grant writing, corporate sponsorship recruitment, graphic design, web design, hiring, contracts, bookkeeping, budgeting, venue selection and rentals, volunteer recruitment and box office coordination.
- Delegate additional responsibilities amongst artistic associates and production staff.
- Work under a limited budget to produce high quality, lesser known musical theatre pieces while providing a stipend to every artist, including actors.
- Coordinate Equity and out of town contracts.
- Secure grants at the county, state, city and private levels.
- Secure sponsorships from local businesses.
- Secure in kind support from local businesses. Examples include out of town guest accommodations, advertising, legal advising, costume donation, rehearsal space, printing, and more.
- Coordinate outreach activities relating to show subject matter. Examples include partnerships and programs with Madison Public Library, Jewish Federation of Madison, UW Center for Jewish Studies and AIDS Network.
- Recruited and accommodated out of town expert guests from Georgia, New York, and Ohio as well as partnering with local experts to hold talkbacks and outreach activities relating to shows produced by the organization.
- Produced 14 Wisconsin premieres (as of 2018) and 21 Madison area premieres.
- Consistently produced lesser-known musicals using creative marketing strategies.
- Coordinated school and outreach performances.
- Coordinated backstage internship program for high school students
- Implemented Wisconsin New Musicals Cycle

***SAIL (Sharing Active Independent Lives) – Marketing Coordinator  
2018-present***

- Implement and supervise marketing initiatives such as newsletters, blog entries, social media, and press contacts
- Designed and created new organizational website (live in November 2018)
- Strategize with volunteers and committees as to how to gain more memberships
- Assist with member activities and track attendance and results
- Initiate partnerships with local senior-focused organizations

*Position will continue to develop*

***Madison Trust for Historic Preservation – Business Administrator  
2015-2018***

- Facilitate donor asks and membership renewals. Helped to increase individual giving by 25% in less than one year with the organization
- Set up new donor database and imported all data
- Maintain donor correspondence, including tax receipts and membership information
- Solicit sponsors for events and year-round activities; Increased sponsorships by 50% in the first year with the organization
- Plan major events such as tours and annual awards banquet
- Coordinate marketing and publicity for tours and special events
- Redesigned organization website

***Monroe Theatre Guild – Business Manager  
2013-2014***

- Coordinated meetings with various committees and carried out various tasks related to marketing, fundraising, season selection, educational programming, and finance
- Assisted in maintenance of capital campaign including billing and processing credit card payments.
- Assisted in planning and implementing the company's first sponsorship program
- Strengthened internal committees for programming and youth education, including planning the company's season a full year ahead of time, a first for the organization
- Implemented new marketing techniques such as show trailers, window displays, and live preview performances
- Created season brochures for classes and shows
- Developed and coordinated the company's first subscription program for the 2014 season
- Managed annual Summer Arts Camp for 60 children: Hired teachers, gathered supplies, publicized, coordinated enrollment and payment, managed budget, coordinated showcase for final night of camp
- Strengthened the Stage Right youth arts program, increasing enrollment by 60% between Fall 2013 and Winter 2014
- Devised and executed a new ticketing process while implementing relevant policies
- Assisted organization with a temporary solution to their loss of tax exempt status (which took place prior to my arrival)
- Filed required quarterly tax forms and managed payroll

***Center Stage Performing Arts-Business Manager/Co-Founder  
2013-Present***

- Manage marketing initiatives; Helped recruit current roster of 30 private students
- Manage contracts and payments  
Manage pay records for teachers
- Bookkeeping, tax filing, and financial statements
- Serve as substitute teacher
- Coordinate workshops and recitals

***Fellowship/Speaking Engagements***

- Culture Lab Research Fellowship, Wolf Brown: Created research collection based on building audiences for new and lesser-known theatrical pieces, including personal research and Master's thesis. (September-December, 2016)
- Speaker on marketing lesser-known pieces at National Arts Marketing Project 2017

## **Publications**

*Selling The Unknown: A guide to marketing lesser-known works of theatre:* Drexel University Library, Culture Lab Research Library

*Articulating Content and Creating Familiarity for Audiences:* HowlRound (June, 2017)

*Beyond Demographics: A Different Approach to Segmenting Audiences:* HowlRound (November, 2017)

*Five Myths About Free Theatre:* HowlRound (Forthcoming, December 2018)

## **Select Performance Experience**

*Cats* (National tour)

*Sweeney Todd*

*Zombies From The Beyond*

*Lizzie*

*Man of La Mancha*

*Big Fish*

*Jesus Christ Superstar*

*Fiddler on the Roof*

*Assassins*

*She Loves Me*

*John & Jen*

*The Threepenny Opera*

Jennyanydots/u/s Grizabella

Mrs. Lovett

Charlene

Lizzie Borden

Aldonza

Witch

Pilate

Fruma Sarah

Sara Jane Moore

Ilona

Jen

Molly

Troika Entertainment

Middleton Players Theatre

Skylight Music Theater

Music Theatre of Madison

Four Seasons Theatre

Theatre LILA

Middleton Players Theatre

CTM Madison

Four Seasons Theatre

Four Seasons Theatre

MTM

Madison Opera

## **Select Directing Experience**

\*Also produced

*Little Miss Sunshine\**

*Medea (reading)\**

*A New Brain\**

*The Exonerated\**

*Nine\**

*Bonnie & Clyde\**

*Curtains\**

*Lend Me A Tenor* (Asst. Director)

*Soul Food*

*Twelve Angry Men\**

*Bloody Bloody Andrew Jackson\**

*Winnie the Pooh*

Music Theatre of Madison

Music Theatre of Madison

Music Theatre of Madison

The Voices Theatre

Music Theatre of Madison

Music Theatre of Madison

Waukesha Civic Theater

Milwaukee Chamber Theatre

Forward Theater Company

Colleen Burns Benefit Theater

Music Theatre of Madison

MadCap

## **Select Teaching Experience**

Private voice instruction

Supervisor of Music Theatre of Madison Internship program

Middleton High School-Broadway Bootcamp

Forte Studios-Theatre, voice

Center Stage Performing Arts-Audition workshops

Madison School Community Recreation-Theatre  
Marygrove College-Theatre/Drama  
Young People's Theater-Theatre  
Prison Creative Arts Project-Theatre as a means of problem-solving at inner city high schools and juvenile facilities

## **Education**

Drexel University, M.S. in Arts Administration  
University of Michigan, B.F.A. in Musical Theatre  
High School degree with theatre emphasis-Interlochen Arts Academy  
High School Musical Theatre program-Interlochen Arts Camp

## **Skills**

Proficient in Microsoft Office suite, Wild Apricot, Giftworks, Vendini, Mail Chimp, Benchmark Email, Constant Contact, Google Drive, Dropbox, Facebook, Twitter, Wix, Wordpress, Weebly. Basic HTML experience. Types 85 WPM. Graphic design experience. Excellent writer.