

Antonia Mody

(607) 244 - 7167 - antonia.mody@gmail.com - [LinkedIn](#)

EDUCATION

Ithaca College: Ithaca, NY — *Bachelor of Science*

GRADUATED: MAY 2024

- Major in Theatre Arts Management.
- Minor in Writing.

EXPERIENCE

Kitchen Theatre Company: *Social Media Associate*

SEPTEMBER 2023 - JUNE 2024

- Designed graphics for Facebook and Instagram in advance using a weekly content calendar.
- Filmed and edited promotional videos using Adobe Premiere.
- Researched and highlighted local arts organizations in Ithaca, NY.
- Analyzed ticket sales and fundraising to create strategic social media content.

Ithaca College School of Music: *Marketing and Events Promotion Assistant*

JANUARY 2024 - MAY 2024

- Maintained and updated website and events calendar.
- Created programs for concerts and performances.
- Assisted in social media content creation.

Bond Street Theatre: *Marketing Intern*

JUNE 2023 - AUGUST 2023

- Developed campaigns to grow following.
- Educated audiences about Bond Street's mission and international work.
- Assisted in grant writing and donor outreach.
- Created engaging PR, marketing and fundraising content.

Bonnaroo Music & Arts Festival: *Credentials Staff*

JUNE 2023

- Represented the festival to vendors and employees.
- Created a positive and smooth experience for festival participants using excellent customer service skills.
- Assisted in check in and distributed credentials using Admit One.

AKA UK Marketing Agency (London): *Ticketing & Data Analytics/Strategy & Account Management Intern*

AUGUST 2022 - DECEMBER 2022

- Gathered and Analyzed data on West End ticket prices and audience attendance.
- Assisted in organizing PR and Press events while working within a specific budget.
- Created weekly newsletters with the latest marketing and social media trends.

Glimmerglass Festival: *Communications Apprentice*

MAY 2022 - AUGUST 2022

- Designed and wrote copy for social media, newsletters and promotional material.
- Updated and created graphics for the website using WordPress.
- Pitched stories and wrote pieces for blogs and local media sources.
- Worked at the Audience Service Desk and provided information to patrons.

Ithaca College Theatre: *Publicity Coordinator*

JANUARY 2022- MAY 2022

- Wrote and published press releases.
- Collaborated with companies to create advertisements for Ithaca College Theatre.
- Reached out to local news outlets about promoting Ithaca College Theatre's season.

Ithaca College Theatre: *Digital Media Manager*

AUGUST 2021- DECEMBER 2021

- Marketed Ithaca College Theatre's season across all social media platforms.
- Provided prospective students with information about Ithaca College Theatre.
- Collaborated with staff and students to create effective and interactive content.

SKILLS

Mailchimp

Tessitura

Sales Force

WordPress

Canva