

LEYTON ELIZABETH SCHIEBEL

Multimedia Designer | Digital Coordination | Experiential Events Manager

Milwaukee, WI • leytonschiebel@gmail.com • 414-698-7508

Portfolio: www.leytonschiebel.com • Willing to relocate: Anywhere • Authorized to work in the US for any employer

Motivated creative professional with passion for experiential marketing, inspiring media, and public relations. Hands-on team player knowledgeable in working with media channels, interfacing as PR, technically savvy with softwares and hardware, forming B2B relationships.

Superior customer service, versed in event design and coordination, experienced in providing operational and administrative office support, with specialization in Box Office Management/Retail Sales Management and Venue Management.

Available on a freelance basis for ad hoc projects and short contracts nationally given appropriate timeline.

WORK EXPERIENCE

Assistant Venue Manager - Village East Cinema (contracted)

TRIBECA Festival - Manhattan, NY: May - June 2022

- Create and updating operational and logistical plans to manage theater operations, including, signage, equipment, audience issues, etc. during the festival
- Work with the main Venue Manager, Ticketing and Tech Dept + IATSE to finalize ticketing, theater box office, scanning and access control plans, train scanning and security staff, and coordinate rush with Theater staff
- Red carpet management of talent and traffic, security coordination, and placement of ranger staff

Health Screening Coordinator (contracted)

True/False Film Fest - Columbia, MO: February - March 2022

- Monitor and answer RFS Check In email
- In-person customer service support at the Health Check-In tent within Box Office
- Oversee volunteers at the health check in tent
- Manage systems for manual check & clearance
- Developing documentation via online RFS Check In Admin Dashboard and offline with Excel Spreadsheet
- Developing systems to make for a smooth and customer service oriented health check-in process for patrons
- Work closely with Box Office Manager to address patron needs

Seasonal School Photographer (contracted)

Jostens - La Crosse, WI: July 2020 to Present

- Manage photography schedule for assigned school territory
- Transport all necessary equipment to and from the event
- Ensure all equipment is maintained and in working order prior to event & Print and organize camera cards
- Set and test equipment prior to photo shoot independently or with other photographers
- Situate check-in table to ensure camera cards and marketing materials are in place prior to start of event
- Work with the school to coordinate photography schedule for all students and faculty
- Take student & subject photographs
- Utilize photo management software to manage photos and photo subject flow
- Ensure all photos are gathered in the central repository and all equipment is disassembled

Freelance Digital Design & Production (contracted)

Various Establishments - Milwaukee, WI: September 2016 to Present

- Freelance graphic design, flyer and poster creation for print, digital banner for social media
- Create marketing campaigns based on target customers, patrons, audience members for overall marketing plan to promote fares, Beer & Wine Dinners, and holiday events
- Food photography and design of check inserts promoting holiday gift card deals
- Craft unique brand identity per restaurant/establishment through writing and content
- CMS and PR for businesses like Black Market Dance & Film, LLC. Includes writing and publishing web content, typography, updating social media, etc.
- Set production work and staging i.e. interactive lighting, color schemes, physical props

Interim Digital Media Manager (contracted)

FoodRight, Inc. - Milwaukee, WI: May 2020 to July 2020

- Oversee the development, production, and review of social media and website site content (copywriting and graphics)
- Create marketing campaigns around audience members, student participants, internal staff
- Audit current efforts to maximize successful web development and organizational impact solely to changing the way Milwaukee eats by building healthy connections to food
- Create marketing efforts for Food Right aiming to eliminate food insecurity and chronic diseases linked with poor diet, and promote wholesome, low-cost, plant-based meals from around the world
- Promote research-based and vetted curricula for Milwaukee's central-city, developing a model to be nationally replicated.

Theater House Manager (contracted)

Sharon Lynne Wilson Center for the Arts - Brookfield, WI: December 2019 to June 2020

- Correspondence with stage techs for sound-checking and start times, production, crew scheduling, attending technical production meetings to accommodate back of house needs
- Scheduling and reporting hours for all House Managers, Ushers, and front of house staff
- Ensure smooth operation of lobby, auditorium, restrooms of the Wilson Center during performances and events
- Supervising and directing ushers and bartenders as required, as well as volunteer usher teams
- Communicate with stage to confirm program times, intermission schedules, late arrival and photography/videotaping rules
- Maintain communication regarding starting of shows, closing and opening theater doors, intermissions, ending times

SquadUp Box Office Staff & Rush Line Manager (contracted)

Miami Film Festival - Miami, FL: February 2020 to March 2020

- Rush Line Management i.e. correspond with Theater Managers and pop-up Box Office personnel for seat counts, loading in house, and selling rush tickets to walk-ups in the event of sold out films.
- Support pop-up Box Office locations with app support at venues such as Silver Spot Cinema
- Troubleshoot and assist box office staff, volunteers, and patrons with mobile app
- Database utilization, ticket processing, purchasing, printing, refunds, and exchanges

Media & Communications Manager

Strong Microbials, Inc - Milwaukee, WI: April 2018 to March 2020

- Integral trade show and conference management as main point of contact for registration, shipping & receiving, exhibits.
- Provide administrative support including travel logistics, supply ordering, and invoice management.
- Ensure IT set-up, phone service, web domain registration, satellite internet installation for new locations, etc.
- Design, photograph and edit marketing collateral including trade show banners and table throws, ad publications, banners.
- Create campaigns and manage social media accounts (Facebook & Instagram) increasing engagement by 200+ per post on our contests and an increase of 10k+ in annual sales through paid social media ads.

Theater Box Office Coordinator (contracted)

Sundance Film Festival - Salt Lake City, UT: December 2019 to February 2020

- Update training manuals, scheduling, and assisting with conducting theater box office trainings i.e. reporting and auditing
- Waitlist Sales Reconciliation form on behalf of Accounting, assist with theater load ins, credential verification, cash handling
- Inventory and distributing waitlist tickets, volunteer, and sun vouchers at various theaters as needed
- Prepare theater box office materials (supplies, ballots, etc.) and conducts daily distribution to theaters and guided safe drops

Box Office Manager (contracted)

Milwaukee Film - Milwaukee, WI: September 2015 to November 2019

- Managerial box office duties i.e. cash handling, facilitating Will-Call ticket distribution, troubleshooting tech issues, corresponding with theater managers for sold seats and "Standby" hold tickets.
- Utilize ticketing software to look up films, sell tickets, 6-packs, issue refunds, register and encourage membership for regular ticket holders, provide a quality front line service to customers.
- Register members and encourage membership for regular ticket holders by promoting films.
- Utilize Agile ticketing software to look up films, sell tickets, 6-packs, memberships, refunds, or review account purchases.
- Delegate box office tasks such as crowd liaising and voucher collection to volunteer Theater Teams.
- Provide a quality front line service to customers and maintain information and display material at the front of house and in the box office area.

Film Festival Venue Manager (contracted)

Freeland Foundation - Green Lake, WI: June 2018 to September 2019

- Participate in PR and outreach efforts for the festival i.e. create local events and act as Milwaukee correspondence for event hosting, promotion, marketing
- Manage Caestrecker Library Venue for film screenings i.e. manage and delegate tasks to all volunteers, work with projectionist to do media and sound checks, correspond and host traveling filmmakers, do film introductions, and facilitate discussions
- Set up venue with track lighting, chairs, necessary tables for demo and advertising info, signage, and traffic controls
- Communicate with overhead staff via walkie-talkie, follow event protocol via event sheets, film ticketing, and head counts

Educational Assistant

Milwaukee Public Schools - Milwaukee, WI: July 2016 to May 2018

MPS Paraprofessional Teaching Assistant @ Siefert Elementary

- Valid DPI license 0070-Special Education Program Aide License (5 year)
- Tutoring PIE groups specific to student reading and math comprehension levels
- Developing mini-curriculums and educational games for K-6th grade students
- Supporting the vocational education plans established by the work site teacher
- Substitute teaching in the case that head teacher falls ill & other staff are unavailable
- Recording observation notes for the teacher's incorporation into progress reports
- Proficiency in Milwaukee Public Schools technology systems is required (email, phone, Outlook Calendar, One Drive, etc.).

UMOS (United Migrant Opportunity Services) Educator & Events Assistant:

- Implement evidence based curriculum for youth such as but not limited to teen pregnancy prevention, dating violence prevention, and sexual assault prevention
- Establish relationships with various public schools and/or youth serving social service agencies
- Conduct community presentations and outreach to promote youth program and awareness
- Complete and submit monthly statistics in a timely manner related to case management
- Coordinate and collaborate with the project partners to implement program activities, presentations and/or outreach activities

Conference Services Manager

University of Wisconsin-Milwaukee School of Continuing Education - Milwaukee, WI: April 2014 to May 2018

- Oversaw Conference Services staff in setting up event/class configurations
- Dispatch and provide superior customer/patron service as main liaison between patrons, program staff, catering staff
- Assist in program support and materials handling for conferences, distinguished speakers, and certificate programs
- Provide audio-visual support and expertise with built in systems, external laptops, medias, internet connection, and general troubleshooting

Real Estate Photographer

Land-Quest Realty - Racine, WI: May 2016 to April 2017

- Working with Land-Quest CEO and administrative leadership to discuss the images required
- Carrying out research and preparation for a shoot such as nature of property and clients
- Seek out appropriate photographic subjects i.e. landscaping and wide angles for whole home, key angles to capture good natural and/or artificial light, array of included appliances, trim or decorative appeal
- Travel & set up: carry appropriate equipment, charged batteries, lenses, lens covers, lighting, and execute photo shoot
- Editing process: Adobe Photoshop and Adobe Lightroom editing, color correcting, gamma lighting correction, creation of lighting presets for different looks/stylistic choices for final product as deliverable to client

Affordable Housing Project Coordinator

Racine Revitalization Partnership - Racine, WI: February 2016 to January 2017 (1 year AmeriCorp term)

- Liaise between building owners and real estate agencies, scheduling meetings.
- Photograph properties of interest and documented development efforts. Reported findings and developments to agency and City of Racine using Racine County GIS data.
- Provided necessary documentation to United States Department of Housing and Urban Development.
- Foster relationships with nonprofits, real estate agencies and private businesses to build Community Development support from key funders (SC Johnson and Wells Fargo).

Finance and Administrative Affairs Parking & Transit Office Assistant

University of Wisconsin-Milwaukee - Milwaukee, WI: February 2015 to January 2016

- Stay in compliance with Family Educational Rights and Privacy Act (FERPA)
- Process public and student MCTS travel/bus fare and renew transit passes
- Fill out and process busing vouchers for Badger & Megabus ticket packs
- Data entry for Authorized Student Identification automated bus-pass spreadsheet
- Process transactions and ticketing for parking structures

Union Cinema House Manager

University of Wisconsin-Milwaukee - Milwaukee, WI: March 2011 to April 2014

- Reconciliation and reporting of all physical ticket box office sales
- Execute A/V in front of house such as microphones, PA system, control house lights for presentations, talk-backs, films
- Track and report event costs, sales, and logistics such as attendance count for University Sociocultural Programming
- Successfully manage and host traveling filmmaker events with up to 300 attendees at the Union Theater
- Write and create film introductions and Q&A prompts
- Market films via UWM Union Cinema Facebook posts, create and promote signage for upcoming films

Intern of Art Education & Community Engagement

Racine Art Museum - Racine, WI: May 2012 to August 2012

- Execute community-engagement work for events and workshops by writing social media blurbs, customized email mass-messages to Racine Art Museum Association subscribers in database
- Communicate to patrons via email campaigns and personal interactions for in-house fundraising events and children's workshops i.e. Annual Kid's Day or the Royal Affair Fundraiser Gala
- Take photos to upload to RAMA and Charles A. Wustum website, class brochures, etc
- Build out and set up decor, raffles, table configurations and program materials for youth classes, Kid's Day, Royal Affair Gala

Field Canvasser

Community Voters Project - Milwaukee, WI: September 2012 to November 2012

- Kick off nationwide campaigns to increase the number of African Americans and Latinos registered to vote
- Walking door-to-door to update voters' registration info in database in underserved areas where housing is more impermanent
- Door-knocking with updated info about new polling places due to gerrymandering and changing jurisdictions
- Creating access critical to a strong democracy through voting access
- Talking to people one-on-one at bus stops, workplaces, stores, gas stations, homes
- Asking voters to fill out voter registration forms

EDUCATION

Bachelor of Fine Arts in Interdisciplinary Arts & Technology

University of Wisconsin - Milwaukee, WI: 2010 to 2015

CERTIFICATIONS AND LICENSES

Certificate of Digital Arts & Culture

UW-Milwaukee Arts Program Addendum

License # 0070 - Special Education Program Aide License

Milwaukee Public Schools - Wisconsin Department of Instruction

Driver's License