

# PARK COFIELD

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[www.parkcofield.com](http://www.parkcofield.com)

## EDUCATION

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**Emerson College**, Boston, MA, **Bachelor of Fine Arts: Theater Studies**. December 2004  
Minor in Visual Studies. Summa Cum Laude, Gold Key Honor Society, Dean's List.

## WORK EXPERIENCE

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### **Project Director, Writer, Producer**

**MAY 2013 - CURRENT**

**SISU is in the Heart**, Fairport Harbor, OH / Finland

- Multi-year international community-based theater project featuring 11 professional artists, 85+ community members, 6 local community partners
- Raised \$30K from private donors and private foundations for development and production
- Phase 1 included 4 free community performances and 2 exhibitions in Fairport Harbor, Ohio. Phase 2 will replicate the process in Finland (Fall 2016), and Phase 3 will bring an international visual art exhibition to U.S. in conjunction with 100<sup>th</sup> anniversary of Finnish independence

### **Field Resources Manager**

**SEPT 2012 - CURRENT**

**NETWORK OF ENSEMBLE THEATERS**, Los Angeles, CA

- Implementation and administration of the NET Travel & Exchange Network (NET/TEN) grant program, including the management of the application and review process for all submitted grants. Distributed and awarded \$1.6 M in grant funds in the past 3 years
- Coordination, marketing, and booking for Ensemble ABCs, NET's professional development program offered to ensembles and small arts organizations nationwide
- **Key Duties**: Identify and engage participants, manage project calendars and budgets, research webinar technology and lead online information sessions, social media marketing, written communications, program evaluation, represent NET in field conversations

### **Project Coordinator**

**FEB 2012 - JULY 2012**

**CORNERSTONE THEATER COMPANY**, Los Angeles & Sacramento, CA

- Coordination of a six- month community-engaged theater project in Sacramento on issues of school justice and zero-tolerance policies
- Liaison to community partners including Black Parallel School Board, STAND UP, Public Counsel, and the Office of Senate President pro Tempore Darrell Steinberg
- **Key Duties**: Engaged student and community participants, arranged artist travel, secured venues (including a performance at State Capitol), maintained project budget, generated audience, marketing, press and social media, organized post-performance workshops

### **Altwater Fellowship**

**SEPT 2011- DEC 2011**

**CORNERSTONE THEATER COMPANY**, Los Angeles, CA

- Co-produced 14 days of programming for Creative Seeds: An Exploration of Hunger alongside Associate Artistic Director, Laurie Woolery
- Events included a lectures series, volunteer activities, discussions, readings, and panels
- **Key Duties**: Logistics for all events, built new relationships with community partners and food experts, production assistance for all performances, social media & documentation

### **Associate Marketing Director / Audience Development Manager**

**SEPT 2007- AUG 2011**

**CENTER FOR PUPPETRY ARTS**, Atlanta, GA

- Responsible for all audience development strategies and new audience programs
- Implementation of social media strategy for Facebook, Twitter, Flickr and YouTube
- Management of a grant program for Latino and Asian American audience which provided 4,000 free tickets and \$11,000 of transportation support each year for 3 years
- Management of all marketing cross-promotions, ad trades, partnerships and collaborations
- Development of all special events and audience engagement activities, including theme weekends, contests, and loyalty programs
- **Other Duties**: Identified and reached niche markets, oversaw department's intern and volunteer program, represented the Center at networking events and conferences

## PROJECT MANAGEMENT

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### Co-Artistic Director

JUNE 2011

**Community Arts Barter**, Atlanta, GA

- Invitation and coordination of performances from 25 community artists, dancers, and poets
- Initiation and facilitation of all discussion with community members and participants
- Event encouraged artist-to-artist knowledge sharing and promoted future collaborations

### Producer/ Lead Fundraiser

JANUARY 2010

**Roberta Carreri's TRACES IN THE SNOW**, Atlanta, GA

- Organization of a performance demonstration by an international artist in collaboration with the education department at the Alliance Theatre
- Raised entirety of needed funds in less than a week to cover travel and lodging expenses
- Oversaw grassroots marketing plan and email marketing campaign

### Co-Coordinator, 'Xperimental Puppetry Theater'

SPRING 2007

**CENTER FOR PUPPETRY ARTS**, Atlanta, GA

- Selection, coordination, & scheduling of multiple puppetry performances
- Development of grass roots marketing plan to solicit participant applications and audiences

## GRANT WRITING CLIENTS

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- Writing of organizational and project grants to receive state and private funding
- Research of funding possibilities and organized all aspects of the grant writing process
- Reviewing and editing of all grant materials, before submission and after final reports

**CURTAIN CALL YOUTH PLAYERS**, Marietta, GA

**HEIDI DUCKLER DANCE THEATRE**, Los Angeles, CA

**FINNISH HERITAGE MUSEUM**, Fairport Harbor, OH

## ADMINISTRATIVE SKILLS

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- **Computer Programs:** PC and MAC proficient, Microsoft Office (Word, Outlook, Excel, PowerPoint, Publisher), Photoshop, MailChimp (email newsletters), Mac iLife (iMovie, iPhoto, Garage Band), Skype, AudienceView (ticketing) Raiser's Edge (Fundraising)
- **Social Media:** Facebook, Twitter, Flickr, YouTube, Instagram, Dippity (interactive timelines)
- **Interests:** Non-profit budgeting, strategic planning, marketing, and grant writing. Youth and community education. Video editing and graphic design

## INTERNATIONAL STUDY

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**Ur-Hamlet**, Multi-national performance, Italy and Denmark, Summer 2006

**14<sup>th</sup> International School of Theater Anthropology:** Eugenio Barba, Poland, April 2005

**Odin Week: workshop at Odin Teatret:** Eugenio Barba, Holstebro, Denmark, March 2005

## NON-PROFIT TRAINING

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**EmcArts Innovation Lab for Arts Development Agencies**, NET staff participant, 2014

**GA Center for Non-Profits**, Strategic Planning Session (6 month course), Atlanta, 2010

**Social Fresh**, Online Marketing and Social Media Conference, Tampa, 2009