

PARK COFIELD

Creative Planning / Community Engagement

park@parkcofield.com
www.parkcofield.com

WORK EXPERIENCE

Finnish Heritage Museum Fairport Harbor, OH Jan 2016 - Current
CREATE/MAKE/PERFORM Program Director

- Launched participatory art making program for Finnish Heritage Museum as part of Ohio Art Council's [Creative Aging Ohio Initiative](#) supported by National Center for Creative Aging
- Hired key project staff including local project managers and educators to implement a 6 week participatory theater workshop series for older adults (60+) and culminating performance
- Designed evaluation methods to measure impact on quality of life for older adults in collaboration with other creative aging professionals to build a community of practice

[SISU is in the Heart](#) Fairport Harbor, OH / Finland May 2013 – Current
Director, Writer, Producer

- Multi-year international community-based theater project featuring 11 professional artists, 85+ community members ages 6-86, 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 replicated process in Finland, and Phase 3 will bring an international visual art exhibition to U.S. in conjunction with 100th anniversary of Finnish independence

Network of Ensemble Theaters Los Angeles, CA Sep 2012 – Current
Field Resources Manager

- Implementation and administration of the NET [Travel & Exchange Network](#) (NET/TEN) grant program, including the management of the application and review process. Distributed and awarded \$2.3 M in grant funds in the past 5 years
- Coordination, marketing, and booking for Ensemble ABCs, NET's professional development program
- Project management for development of new mobile tool to support ensemble connection and DIY touring
Key Duties: Identify and engage participants, manage project calendars and budgets, provide grant consultation and lead online information sessions, social media marketing, written communications, program evaluation, oversee and manage graphic design contractor, represent NET in field conversations

Alliance Theatre, Education Department Atlanta, GA February – June 2015
Curator and Director of *Blub, Blub*

- Developed and curated an interactive playspace for infants (0-2 years) and their caregivers
- Directed a non-verbal professional performance to model creative play and to promote development and socialization
- Please click [here](#) to see short documentary about the project

Cornerstone Theater Company Los Angeles, CA / Sacramento, CA Sep – Dec 2011 / Feb - Jul 2012
Altvater Fellowship / Project Coordinator

- Co-produced 14 days of programming around food justice issues in Los Angeles for core ensemble members
Key Duties: Logistics for all events, built new relationships with community partners and food experts, production assistance for all performances, social media & documentation
- Coordination of a 6 month community-engaged theater project 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

Center for Puppetry Arts Atlanta, GA Sep 2007 - Aug 2011
Associate Marketing Director / Audience Development Manager

- Responsible for all audience development strategies and new audience programs
- Management of a multi-year grant program for Latino and Asian American audiences
- Management of all marketing cross-promotions, ad trades, partnerships and collaborations
- Development and design for all special events and audience engagement activities, including theme weekends, contests, and loyalty programs
Other Duties: Identified niche markets, oversaw department's intern program, and developed social media strategy

GRANT WRITING

- 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
- Clients include: **Curtain Call Youth Players (Marietta, GA), Heidi Duckler Dance Theater (Los Angeles, CA), and Finnish Heritage Museum (Fairport Harbor, OH)**

SKILLS

Computer Programs:

- MAC and PC proficient
- Microsoft Office (Word, Outlook, Excel, PowerPoint, Publisher)
- Photoshop
- MailChimp (email newsletters)
- Mac Creative Suite (iMovie, iPhoto, Garage Band)
- AudienceView (ticketing)
- CiviCRM and Drupal
- Raiser's Edge (basic knowledge)

Social Media:

- Facebook
- Twitter
- Flickr
- YouTube
- Instagram
- Dippity (interactive timelines)
- LinkedIn

Other:

- Social Impact
- Ideation and Iteration
- Strategic Planning
- Non-profit Budgeting
- Events and Activations
- Grant Writing
- Youth & Community Education
- Contracting designers, animators, visual artists, musicians
- Collaborative and Ensemble-based Process
- Story Circles / Group Facilitation

EDUCATION & NON-PROFIT TRAINING

University of Southern California, Marshall School of Business, MS Social Entrepreneurship Candidate.

Expected graduation December 2018

Emerson College, Boston, MA, Bachelor of Fine Arts: Theater Studies.

Minor in Visual Studies. Summa Cum Laude, Gold Key Honor Society, Dean's List.

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

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

ARTISTIC RESUME AND REFERENCES AVAILABLE ON REQUEST