

Stefanie Pancaro

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<https://stefaniemedia1.wixsite.com/portfolio>



Work Experience

- **Development Communications Manager
Manhattan Theatre Club | Present**
Oversee all communications (print and digital) for the development department. Sent mass solicitation, acquisition, and informational emails. Sent event invitations and confirmations. Design print materials and event signage. Served as one of the direct lines of contact for donors.
- **Social Media Expert/Creative Specialist
All Aboard Marketing Group | 2023**
Manage social media and edit websites for assigned clients. Come up with creative content ideas to reach income goals
- **Interim Marketing Associate
Lincoln Center Theater | 2022-2023**
Completed daily sales reports for shows and membership sales, assisted with digital marketing, created tiktok content, designed e-blasts, designed social graphics and signage.
- **Jimmy Awards Digital Assistant
The Broadway League | 2022**
Assisted with social media plans, graphic designs, event coverage of the award show, press, and after party, as well as the student reporter ABC studio tour.
- **Marketing Intern
Manhattan Theatre Club | 2021 - 2022**
Assisted with press release approvals, press lines, playbill edits, digital designs, web edits, event set up, and more.
- **Social Media Coordinator
Broadway Bound CFP | 2019 - 2021**
Managed social media accounts, brainstormed creative marketing plans, facilitated video shoots, video editing

Freelance Experience

- **Social Media/Content Manager | 2024**
Comb In Hair NJ
- **Social Media Manager | 2019 - 2020**
Broadway/recording artist Rachel Potter
- **Social Media Coordinator | 2020**
Broadway artist Marty Thomas' Album Release Party at Green Room 42 [Album: Slow Dancing with a Boy]
- **Video Production Assistant | 2019**
Rachel Potter and Marty Thomas' Lover, You Matter To Me Cover (YouTube)

Education

- **Montclair State University
Bachelor of Arts | 2016 - 2020**
Family Science and Human Development
Minor in Musical Theater
- **Master of Arts | 2021 - 2024**
Public and Organizational Relations
[program now titled Strategic Communications]

Skills and Proficiencies

- Experience in various e-blast systems
- Video editing with various softwares
- Website editing/creation via Wix, Wordpress, and more
- Design experience in Adobe Creative Suite and Canva
- Experience in Google Workspace, Microsoft Suite, HubSpot, Basecamp, Sendible, and more
- Organized, eager, and self-sufficient