

nicole dancel

WORK EXPERIENCE

MEDIA DIRECTOR | THE IN[HEIR]ITANCE PROJECT

New York, NY | 2020 – Present

- Develop and implement internal and external communication strategy for all of the organization's national civic conversation projects
- Provide creative direction; design all print and digital collateral; photograph special events

MANAGER OF PROGRAM MARKETING | MARLENE MEYERSON JCC MANHATTAN

New York, NY | 2018 – 2020

- Managed marketing of and budget management (\$65k) for all 240+ programs at The Lambert Center for Arts + Ideas (performing arts events, conversations series, studio art classes, culinary arts classes, live podcasts, and Laurie M. Tisch Gallery exhibitions)
- Tracked and analyzed performance of all digital marketing campaigns (email campaigns, digital ads, Google AdWords)
- Spearheaded, conceptualized, and led the Lambert Center branding redesign

DIRECTOR OF MARKETING | NEO-POLITICAL COWGIRLS

East Hampton/New York, NY | 2015 – 2019

- Collaborated with Founder and Board of Trustees to rebrand company identity
- Worked closely with Founder to produce fundraising events in NYC and The Hamptons
- Designed print and digital marketing collateral; act as press contact
- Acted as performance and special events photographer

FREELANCE GRAPHIC DESIGNER | GAY DAYS ANAHEIM

Los Angeles, CA | 2017 – 2018

- End-to-end service including website re-design, marketing collateral, t-shirt design and event photography for 2018 Gay Days Anaheim (over 30,000 attendees)

AUDIENCE OUTREACH COORDINATOR | PLAYWRIGHTS HORIZONS

New York, NY | 2013 – 2015

- Produced online and on site audience engagement campaigns resulting in doubled audience engagement from 2013/2014 to 2014/2015 season
- Coordinated, acquired sponsors for, and managed all Marketing-related events; spearheaded the inaugural Peter J. Sharp Theater 30&Under Night

RELATED EXPERIENCE

FREELANCE BROADWAY/OFF BROADWAY SPECIAL EVENTS SUPPORT

New York, NY | 2013 – Present

- Assist with Opening Night ticketing, press, and seating assignment coordination; act as support staff for various special events and galas for 101 Productions, Charlotte Wilcox Company, Serino Coyne, Davenport Theatrical, and Second Stage Theater

ALUMNI COUNCIL CHAIR | NORTHFIELD MOUNT HERMON SCHOOL

2011 – 2021

- Serve as Young Alumni Committee Chair: oversee initiatives, create and execute social media strategy and campaigns for Young Alumni social media channels
- Brainstorm, coordinate, and execute area club events for New York City

IN A NUTSHELL

Brain-for-hire.

Keen eye for detail.

Scrappy problem solver.


Efficient multitasker.

Lightning speed learner.

Avid travel photographer.

Filipino soup maker

CONTACT

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 www.nicoledancel.com

 www.ndtakesflight.com

EDUCATION

SKIDMORE COLLEGE

2013

Bachelor of Science in Theater
(Focus: Theater Management)

Magna cum laude

Honors in Theater

TRICKS OF THE TRADE

- Adobe Creative Suite
- Microsoft Office
- Basic HTML
- Event Planning + Management
- Social Networks
- DSLR Photography + Videography
- Conversational American Sign Language
- Quick-thinking trouble shooter
- Highly adaptable
- Knockout gift wrapper