

GAITLEY STEVENSON-MATHEWS

163 Landing Road, Glen Cove, New York 11542
516.851.5505 gaitley@aol.com www.gaitleystevensonmathews.com

ARTS ADMINISTRATION | PUBLIC RELATIONS

QUALIFICATIONS PROFILE

Seasoned, highly committed, and multifaceted professional equipped with broad background in providing excellent administration and public relations skills within nonprofit, corporate, and governmental organizations; complemented with expertise in media production, strategic planning, finance management, and community outreach. Armed with well-defined organizational, problem-solving, and decision-making aptitudes. Adept at thriving within a cross-cultural environment; capable of grasping diverse views as well as understanding national and cultural interpretations and differences.

RELEVANT EXPERIENCE

FREELANCE, New York, NY; Long Island, NY

Producer / Promotions 2004–Present

- Support performers and production staff in the overall execution of live shows and subcontract with other artists.
- Assume full accountability in developing show content and ensure smooth transitions between segments.
- *Create, edit, and manage news stories, photos, online content, and promotional materials for various groups.*

FLORA MACDONALD LEGACY FOUNDATION, Robeson County, NC

Board President / PUBLIC RELATIONS COORDINATOR 2005–2007

- Spearheaded the development and implementation of governmental systems, outlines, and promotional strategies to establish a board represented by several different organizations; while supporting the preservation of a historic structure and impacting the lives of young people within the region.
- Exemplified leadership skills in identifying and developing donors for collection of funds, while honoring patrons.
- Established and maintained collaborative relationships with community leaders, local merchants, civic organizations, and other learning institutions.
- *Devised a system for tracking finances as well as improving visibility in the community through a Scottish ball attended by more than 200 guests, an awards ceremony honoring civic leaders and alumni, an intern program engaging the talents of local students, a newsletter (see link on website) and various arts and music events.*

DEEP ELLUM OPERA THEATRE (DEOT), Dallas, TX

Founding Artistic Director / Chief Executive Officer 1991–1997

- Rendered oversight to all aspects of the company, which included selection of repertoire; recruitment of production staff; sourcing of performers; advertising and press relations; coordination with musicians and personnel.
- Prepared necessary documentation to closely track incorporation and nonprofit status (five year budgets, and by-laws, mission statement) in collaboration with the board.
- Partnered with committees in planning and organizing membership, operations, and educational outreach.
- Designed and implemented organizational flow charts and descriptions to effectively define specific responsibilities for staff, volunteers, and board members.
- Ensured efficient execution of all technical aspects of theatre operations in conjunction with Production Team.
- Chaired fundraising events and guaranteed quality and productivity of day-to-day service delivery.
- *Successfully increased board membership from three to nineteen members and tripled contributor base, while earning a record of excellence in the arts both locally and nationally.*
- *Received distinction as one of the top 10 theatres for two consecutive years by the Dallas Morning News; while also earning citations from Opera News, New York Opera Newsletter, and Opera America.*
- *Played a pivotal role in doubling the company's revenue and introducing a permanent facility for the theatre and administrative offices.*

OTHER EXPERIENCE

FREELANCE, New York, NY; Long Island, NY

Private Acting and Public Speaking Coach 1991–Present

Vocalist – Opera/Musical Theatre/Scottish Folk 1987–Present

VARIOUS PRODUCTION COMPANIES THROUGHOUT THE U.S.

Actor – Over 20 years experience (See Performer Resume)

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OTHER EXPERIENCE (CONTINUED)

TEXAS SCOTTISH RITE HOSPITAL/DYSLEXIA LABORATORY, Dallas, TX

Research Associate / Film Coach

LYRIC OPERA OF DALLAS, Dallas, TX

Company Dialogue Coach

BEREA COLLEGE, Berea, KY

Visiting Assistant Professor of Theater/Guest Artist (See Curriculum Vitae)

SOUTHERN METHODIST UNIVERSITY, Dallas, TX

Public Speaking Instructor / Assistant Teacher (See Curriculum Vitae)

EDUCATION

MASTER OF FINE ARTS IN THEATRE ARTS/ACTING

SOUTHERN METHODIST UNIVERSITY, DALLAS, TX

Full Scholarship

BACHELOR OF ARTS IN ENGLISH LITERATURE

BEREA COLLEGE, BERE, KY

Sigma Tau Delta (English Honor Society) / Alpha Psi Omega (Dramatic Honor Society)

ASSOCIATE OF ARTS IN BUSINESS

LOUISBURG COLLEGE, LOUISBURG, NC

President of Student Government Association / Recipient of Cortland B. Smith Award for outstanding service to student body and Chaplain's Award for Community Service

ADDITIONAL ADMINISTRATIVE TRAINING

Opera America Conference, Washington, DC

- Effective Public Relations – *Laura J. Young, Public Affairs Director, Opera America*
- Arts and the Political Process – *Arthur Smith, Media Relations, Opera America*
- Interactive Media in Arts Education – *William Klienmann, Media Consultant, Center for Arts Study*

Support Center for Nonprofit Management, San Francisco, CA

- Managing and Training Trustees and Volunteers – *Jude Kay, Senior Staff Consultant*

OTHER TRAINING AND CERTIFICATIONS

American Council on Exercise (ACE) Certified Profession Fitness Trainer (Current)

Academic Language Therapy Association (ALTA) Certified Academic Language Therapist

See Performer Resume and Curriculum Vitae for additional movement, speech and performance training

PROFESSIONAL AFFILIATIONS

Actors' Equity Association/AFL-CIO (AEA)

Screen Actors Guild (SAG)

American Guild of Musical Artists (AGMA)

National Council of Arts Administrators (NCAA)

ACTIVITIES

North Shore Sheltering Program, *Social Media Volunteer Coordinator*

North Shore Historical Museum, *Member*

First Presbyterian Church of Glen Cove, *Elder/Board Member*

Royal Scottish Country Dance Society, *Member and Dancer*

City Of Dallas, Office of Cultural Affairs, *Cultural Policy Committee*

Out N About Glen Cove, *Social Media Administrator, Member*

Easter Seals | Red Cross | Special Olympics | Vietnamese Refugee Resettlement Program